

# Automotive Daily News

PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

Vol. 1. No. 78. Copyright 1925 by Automotive Daily News Publishing Corporation NEW YORK, WEDNESDAY, DECEMBER 16, 1925 Application for entry as second class matter pending at Post Office, New York, N. Y. 10 Cents, \$12 Per Year

## M. T. A. Official Scores Proposed Ainey Bill

NEW YORK, Dec. 15.—The proposed bill to regulate interstate commerce of vehicles on the public highways which is expected to be introduced in Congress in the near future is inimical to the public good, to the structure of flexible transportation of passengers and merchandise, according to Theodore D. Pratt, general manager of the Motor Truck Association of America.

"This bill is to be known as the Ainey bill as the principal labor of drafting has fallen on Chairman Ainey of the Pennsylvania Public Utility Commission," says Mr. Pratt. "According to advance copies of this measure obtained by us, there is an attempt to make all who operate motor trucks or buses for hire common carriers.

"These are divided into two classes. Class A, those operating over regular routes between fixed terminals, and Class B, all others. Class A are those who operate between towns or cities in interstate commerce, and are the only ones who could by any stretch of imagination be considered as competing with the railroad. The number of these scattered through the country is very small in proportion to those operated in a purely intrastate business, and at no time seriously compete with the railroads.

"To quote Secretary William M. Jardine of the Department of Agriculture, who states, 'One thing we know very definitely, there is no basis for the fear that the motor truck is going to compete seriously with the railroads. The facts we have found in all our surveys are sufficient to convince me. The truck has found its place in the short haul, and it is not taking over any business that the railroads can do as well or better.' In the last sentence will be found the gist of the whole problem.

"Trucks and buses do not take freight or passengers from the railroads when the railroads give an equivalent or better service, but the great flexibility of the motor vehicle has enabled the public in many cases to obtain very much better service than is offered by the railroads. The railroads do not want to be put to the expense or trouble of equaling this service, which is almost uniformly offered at a higher rate than the railroad rate, so they are trying to strangle its development and to put a competitor which is showing up their lack of service out of business.

"Regarding the regulation of Class B, this is frankly an attempt to close the monopolistic grip of the railroads on the highways and return the country to the condition in which it was ten years ago, when the railroads were the overlords of transportation and held the power of life and death to any community or industry.

"The motor vehicle has shown a way out of this, and its opponents realize that the only way to prevent a progress which will show up their deficiencies is by strangling highway transportation.

"Regarding the bill itself, we question the constitutionality of several of its provisions as now drawn. We very seriously question whether it can be made retroactive, and we believe any one operating motor vehicles in interstate commerce at the time this bill becomes effective (if passed) can continue to do so, otherwise, it

(Continued on Page 2)

## SNOW REMOVAL IS IMPORTANT

Hadden of Velie Declares Keeping Highways Open Is Vital

Moline, Ill., Dec. 15.—Secondary only in importance to a more extensive road building program in the United States is keeping those roads open for traffic twelve months out of the year, declared C. W. Hadden, general sales manager for Velie Motors Corporation, in an interview today.

"Transportation is a vital factor in the prosperity of the nation," he said. "It is the indispensable connecting link between production and consumption. Curtailment of transportation facilities at any period of the year must inevitably be followed by a slowing up in business and consequent loss. "During the last few years millions of dollars have been spent for road improvement. Expenditures for this purpose are increasing annually. Yet lack of a definite snow removal program leaves a large percentage of this mileage unusable during certain winter months.

"There are thirty-six states which are classed as in the snow-belt. In these states are registered approximately 62 per cent. of all motor vehicles. They have about 53 per cent. of the country's improved roads. In 1923-24 control of snow removal was in charge of the state in twenty-one out of the thirty-six. In the others it was left to towns, counties and private parties.

"It is noteworthy that in only four states was the entire mileage of improved roads on the snow removal program. In several states, with high average snowfall, only a small percentage of improved road mileage was taken care of."

## Coach Works of Rolls-Royce Busy

Springfield, Mass., Dec. 15.—The coachworks division of Rolls-Royce in Springfield has been working to capacity for some time to keep pace with the increased production of the chassis works at East Springfield, for most of the coachwork for the company has been done there.

With the acquisition of Brewster & Co. of Long Island this stress will be relieved. The Waltham Avenue division will, however, continue, for it is made up of about 400 men of long experience and expert training in their special work. The added facilities of the Brewster company will enable Rolls-Royce to meet the increasing demand and at the same time maintain its policy of building its own coaches, thereby insuring a product to correspond with its chassis.

## FORD CO. SELLS 10,000 TRACTORS TO RUSSIAN GOV'T

Plows for Spring Farm Work Included in \$6,000,000 Deal

New York, Dec. 15.—The Ford Motor Company closed a contract yesterday for 10,000 Fordson tractors with equipment, plows and spare parts, to be sold to the Russian government for an aggregate amount of \$6,000,000.

News of the contract was given out by the Amtorg Trading Corporation, 165 Broadway, purchasing and selling agents in this country for the various Soviet industrial and commercial organizations.

Shipment of the tractors will be made in time for them to reach the agricultural districts of Russia for the next spring work. These shipments will be to the ports of Novorossisk and Odessa during December and January.

## A.A.A. Head Pushes Fight on Auto Tax

Detroit, Mich., Dec. 15.—Thomas P. Henry, president of the A. A. A. and of the Detroit Automobile Club, has renewed and amplified his declaration of war against the tax on automobiles.

He says that in spite of the fact that some manufacturers are not contesting further, he is in the fight to a finish.

"My organization," says Mr. Henry, "represents the owner, and we are not going to stop fighting until we have accomplished our object—the complete repeal of all war taxes. We are working with the National Automobile Chamber of Commerce, and we are going to keep on working.

"Congressman McLeod will go before the House of Representatives Wednesday and propose an amendment to the bill, calling for a complete repeal of the tax. He will also ask that a rebate be paid on all cars in transit or in sales agencies on the date the bill is adopted. This is only fair, for when the tax went into effect all cars in transit and in salesrooms were penalized.

Mr. Henry speaks Wednesday night before the Automobile Club of St. Louis.

## Accessory Display to Feature Phila. Auto Show

Philadelphia, Dec. 15.—Drawing for display space by automobile accessories exhibitors at the twenty-fifth annual automobile show, which will be held in this city January 16 to 23, will take place Thursday noon at the headquarters of the Automobile Trade Association.

Under the new arrangement made this year the accessories exhibit will be of considerable prominence. The accessory display will be held in the main exhibit room. This plan facilitates the movement of the crowds and does not interfere with the car exhibitors under

## Increase in Supply Only Rubber Hope

Akron, O., Dec. 15.—William O'Neill, president of the General Tire and Rubber Company, declares there is nothing that will reduce the price of crude rubber except an increase in supply and this is not possible by artificial methods. In fact an absolute elimination of gambling in the rubber market would not bring the price back to 1924 figures, he says.

"I do not believe that anything we can say or do will lower the price of rubber," says Mr. O'Neill. "We look forward to a record year in 1926, as do all the other rubber manufacturers. December of 1925 is more than justifying our hopes and it is held to be the biggest December in the history of the industry."

## JORDAN ORDERS AT HIGH PEAK

Enough on Books to Keep Plant Busy Next 90 Days

Cleveland, Dec. 15.—The Jordan Motor Car Company, Cleveland, has orders on its books sufficient to keep the plant busy at its present capacity production for the next ninety days. This announcement was made today by Edward S. Jordan, president.

The heavy business booked by Jordan is attributed by officials to the fact that Jordan distributors and dealers are stocking in advance for spring business.

At the same time Mr. Jordan commented on the great change which has abolished the seasonal demand in automobile sales.

"A few years ago everybody used to jack up the car for the winter and forget it until the first warm day of spring," Jordan said. "Dealers in those days all but closed up their places of business and factory production dropped to a low ebb.

"Today this condition has almost entirely changed. The automobile business is getting to be less of a seasonal proposition every year. People not only drive their cars the year round, but they are also buying them the year round."

## CHRYSLER PLAN OF INSURANCE NOW MODIFIED

Amended Policy Said To Meet All Objections

NEW YORK, Dec. 15.—Counsel for the underwriting company of the Chrysler insurance plan, which has caused controversy in a dozen states regarding the issuance of fire and theft policies as an inducement to purchase motor cars, announced a modified plan yesterday.

According to their spokesmen it meets the requirements of the several states regarding taxes, resident agents and other supervisory and regulating insurance laws.

The amended plan concedes collection of state taxes on the premiums received by policy holders and waives compulsory insurance on cars sold for cash.

The proposals have been submitted to a committee of insurance commissioners composed of Harry L. Conn of Ohio, Wesley E. Monk of Massachusetts and Albert S. Caldwell of Tennessee. This body will report its findings to W. R. C. Kendrick of Iowa, president of the National Association of Insurance Commissioners.

Other features of the redrawn contract which are expected to legitimize it in the eyes of the law are: a statement of the premium on the face of each policy to comply with state laws; each contract will be an instrument in itself, containing no reference to an underlying master policy; the policies will be numbered to indicate their application to running policies in the respective states; a cancellation clause is inserted by which the assured may waive his coverage on five days' notice at short rates; policies are delivered to retail purchasers through duly licensed resident agents instead of by Chrysler dealers, thereby removing participation by Chrysler dealers in the insuring of Chrysler cars.

## Gas Price Hearing Held at Charlotte

Charlotte, N. C., Dec. 15.—Thirty-five witnesses were summoned to appear here today before D. G. Brummitt, attorney general of North Carolina, for examination at a hearing on complaints of alleged violation of state anti-trust laws by agents of some refiners in their dealings with gasoline dealers of this city. The hearings may require three days to complete.

The state ordered this inquiry as a consequence of several complaints from gasoline dealers here, who charged that some refiners were allowing discriminatory prices to selected dealers.

Witnesses called before the inquiry include representatives of refiners, gasoline dealers and retail purchasers of gasoline and oils, according to W. H. Bobbitt, principal attorney for the complaining dealers.



## PART PAYMENTS WORRY TO MFRS.

Seek Remedy for Prevailing Craze in California

By JOHN C. WETMORE

**LOS ANGELES, Dec. 15.**—Since the visit of the big executives of General Motors to Los Angeles recently it has been learned definitely that there will be no alteration of the General Motors Acceptance Corporation's plan to meet the part payment situation here as President Sloan and his associates formed it.

Chevrolet Pacific Coast dealers, though, will be protected against the "wildcatters" through the G. M. A. C. reserve fund. This, however, will mean no extension of the time limit beyond eighteen months. Incidentally distributors of one or more makes prominent in the present part payment competition, while they have lowered slightly the amount of the down payments required, have reduced the time limit from twenty-four to eighteen months.

It cannot be denied that the California part payment craze and the ruinous competition on selling terms to which it must lead is a matter of concern to makers who would not at all like to see easy terms demands also take possession of Eastern buyers and lead Eastern dealers to meet them and bring thus to other sections of the country also the concomitant used car congestion evils that must follow unreasonably easy part payments.

How far the Far Western overplaying of the easy payment game will be cured remains to be seen. In the meantime November sales show a more than seasonal drop for most makes, as compared with October, with, I am told, an even more pronounced drop in December.

Ford, with deliveries of new models in full swing, was going great guns in November. Studebaker and Oakland also showed gains over the entire October total. Motor Fax (a Southland daily sta-

## NEW-MACK UNIT IN CONSTRUCTION

To Cost \$600,000—Is First of Series of Buildings

**St. Paul, Dec. 15.**—With announcement today that work is to be started at once on a \$600,000 unit of the Mack International Motor Truck Corporation Building in St. Paul, it became known that the company plans to make this city its northwest distributing point.

Original plans for the new structure to house offices and an assembling plant, as well as a parts and service station, called for a \$400,000 structure.

Under the new plans outlined by James Bell, Chicago representative of the truck company, the \$600,000 building will be but the first part of building expansion in this city.

The tremendous agricultural and financial improvement of the Northwest is responsible for the company's decision to enlarge its facilities in the district.

Mr. Bell said he forecast an even greater industrial development during the next twenty years than has taken place in the last twenty.

Thomas F. Egan will remain in charge of the branch. Mr. Bell said the building to be constructed this winter and next spring will be a one-story structure, 400 feet on Ellis St., 150 on Cromwell Avenue and two stories of eighty feet on University Avenue. It will afford 80,000 square feet of floor space.

tistical journal) figures show registrations of new passenger cars in Southern California up to and including November 27 to have been:—

	1925	27 Days in Nov.	All of Oct.
Ford	4,227	2,650	1,295
Essex	842	1,111	722
Chevrolet	722	792	554
Buick	622	741	392
Dodge	554	584	317
Hudson	488	271	270
Studebaker	392	253	261
Chrysler	346	227	227
Star	317	227	227
Oakland	300	227	227
Nash	270	227	227
Overland	261	227	227

Total new passenger car registrations in the Southland during the first twenty-seven days of November were 10,815 and in November, thanks almost altogether to Ford, are likely to exceed the 11,607 total for the entire month of October.

## Ainey Bill Blow at Public Welfare, Says T. D. Pratt

(Continued from Page 1)

amounts to confiscation of their business.

"Again referring to Class B operation, under the terms of this bill it will be entirely possible for a railroad owned, controlled or operated trucking company to obtain a certificate for commercial trucking between shipper, consignee and common carrier stations. Once obtained and backed by railroad finance, directly or indirectly, it would be almost impossible for any other operator to obtain a similar permit in the same district.

"This could easily lead to a complete monopoly of trucking in any terminal area by motor vehicle. The net result would be that the shipper would have no choice but to have his freight handled as the railroad wanted to handle it, or to go back to the use of horses in the terminal area, as this bill only regulates motor vehicle operations.

"It will be understood, of course, that these conditions are only applicable to such terminals as are close to state lines—for instance, New York, Philadelphia, Cincinnati, Pittsburgh, St. Louis, Memphis, etc.

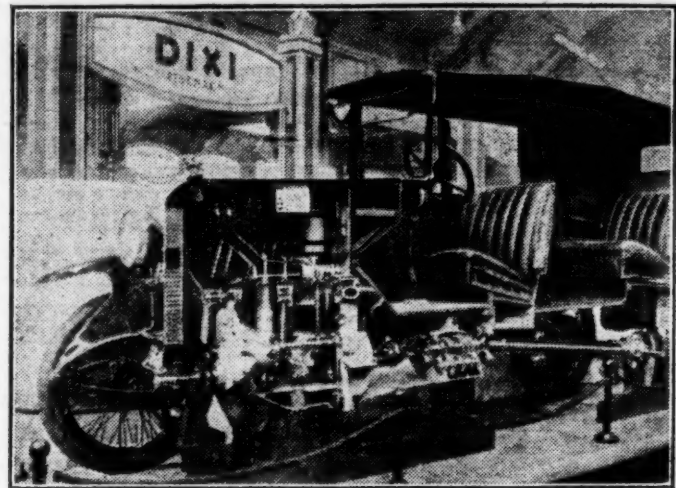
"Under the provisions of this

bill the operator will have to apply for a certificate before the controlling board in every state in which he operates. This means a great deal of additional expense, both in preparation and presentation of his certificate, the number of reports which he would have to make, form of record which he would have to keep, and the continuing representation before the different boards which he would have to maintain. This bill contains a provision relative to what shall be considered in granting service, stating, 'and to the effect which such service may have upon any other transportation agency.'

"This leaves a hole through which any railroad can drive their biggest locomotive, and it is, in our opinion, largely on this clause that they are basing their dream of obtaining a monopoly of the public highways built as an investment for the public use by public money.

"It is for these reasons and many others which will occur to the reader that a group of motor truck operators have formed themselves into an operators' conference committee to fight this legislation, and if we have the unified support of the motor vehicle operators we are bound to win against any railroad regulation, for our cause is the cause of the public, and theirs the private interest."

**CROSS SECTION OF DIXI.** The latest in motor cars and accessories was shown at the recent Berlin Automobile Exhibition. Photo below shows a novel cross section of a Dixi four-passenger car, which illustrates the construction.



## Few Auto Manufacturers Curtail Buying of Steel

**PITTSBURGH, Dec. 15.**—The steel market is swinging toward the Christmas holiday with continued optimism brought about by an excellent volume of orders, firmness of price and consequent excellent operations. The excellent position of the steel market and the trend of buying have been forcefully brought home during the week by the report of the unfilled tonnage of the United States Steel Corporation, which showed an increase of 472,597 tons in a month, which means the excess of entered tonnage over shipments.

Mills of the district continue to produce steel at a rate close to 90 per cent. of capacity, with the mills of the corporation but a few per cent. under this figure. The Carnegie Steel Company in the necessary expansion brought about by the better condition of the market has added another furnace to the active list of blast furnaces until 39 are now blowing out of a total of 53. The Jones & Laughlin Steel Corporation is working at the recent high rate with 11 out of 12 furnaces on.

Buying of the lighter steel prod-

ucts by the automobile industry continues in volume, though there will be some curtailment in shipments the rest of the year. Some of the leading automobile makers in Detroit and other points in Michigan have curtailed their output and are reducing the tonnages to be released by primary steel producers. However, such curtailment in shipping instructions has not as yet affected production of sheet or strip mills to any appreciable extent.

Interest of course centers in the requirements of the automobile industry for the first quarter and first half of 1926. Some of the auto builders are seeking to fortify themselves on their steel requirements the first half of next year. Interests catering largely to the automobile trade, such as the Trumbull Steel Company, Warren, O., continue to operate at a highly satisfactory rate.

Full finished sheet market is firm, and such makers in this district have been in fortunate position the past six months. Demand for automobile body sheets has been maintained during this period, when there was intermittency in the requirements of other steel materials. In 1926, the Youngstown Sheet and Tube Company, will become a more important factor in the highly finished sheet market, having developed its eight mills at the Brier Hill works to a higher degree of efficiency.

## MOTT OF G. M. C. MAY BE CANDIDATE FOR GOV.

**Flint, Mich., Dec. 15.**—Charles S. Mott of this city, vice-president of the General Motors Corporation, may become a candidate for governor of Michigan on the Republican ticket in the next election.

"Just at present there is a well defined movement under way to get Charles S. Mott of Flint into the race for the Republican nomination for governor. Mr. Mott is now en route to Europe and has promised a definite answer when he returns later in the winter," according to published reports.

## HARTIGAN SPACE BUYER FOR CAMPBELL-EWALD

**Special from A. D. N. Detroit Bureau**  
**Detroit, Dec. 15.**—H. T. Ewald, president of the Campbell-Ewald Company, announces the appointment of J. T. Hartigan as space buyer. Mr. Hartigan was previously associated with Critchfield & Company, Chicago, for nearly twelve years, the last five years as space buyer for that organization.

## White Co. Has New Service District

**Cleveland, Dec. 15.**—Separation of the service department of the White Motor Company at Newark and Jersey City, N. J., from the New York branch and the creation of a new service district with offices in Newark, was announced here by officials of the White Company. The reorganization is in line with the creation of a new Newark sales district last summer.

C. N. Mooney, now service manager of the Newark branch, will be district service manager, with offices in Newark, and in charge of both the Newark and Jersey City service branches. H. W. Burch will be manager of the Jersey City branch.

H. G. Johnson, service superintendent at New Haven, Conn., also was promoted to be shop superintendent of the new Brooklyn service station under Elmer D. Mitchell, who was recently named service manager at Brooklyn. George J. Johnson, formerly a service salesman at the Long Island City offices, will succeed Johnson at New Haven.

## SWISS CONDEMN SOLID TIRES

In Disfavor With Public—Other News From Abroad

By R. M. PETARD

A. D. N. Staff Correspondent

**PARIS, Dec. 15.**—Solid tire stocks are being cleaned out at reduced prices in Switzerland by all tire companies operating branches in that country.

The barring of solid tires from Swiss roads, on account of their destructive action, was already considered several years ago. The Federal government carried on extensive tests, and went as far as installing seismographs (the machines used to study earthquakes) along certain stretches of roadway.

The findings of the committee in charge are distinctly against solid tires, and public opinion is being aroused against them by press campaigns. There is little doubt that a vote to prohibit their use will be carried before another twelve months have elapsed.

Similar action may eventually be taken in France, judging by the motions passed in a number of meetings held by local automobile clubs.

Michelin, the leading French tire maker, made a strong advertising call to the public last year to obtain public support against the use of solid tires on motor buses. The copy, however, lacked psychology and failed to carry its purpose. Vested pneumatic tire interests will, however, in all probability take another crack at the old solid, with a better chance for victory.

October automobile imports into France have been 19,252 metric tons, against 14,429 last year. Exports have been 54,602 tons, against 41,329. Trucks and tractors have come in to the rate of 515 tons, against 326, and have gone out to the extent of 9,026 tons, against 8,326 in 1924.

Exports from France for the first ten months of 1925 have been, to important markets:—

Great Britain	12,822 cars
Spain	7,035 cars
Belgium and Luxembourg	5,928 cars
North Africa	5,772 cars
Switzerland	3,342 cars
Germany	2,936 cars
United States came in for only	166 cars

Automobile imports into France or the first ten months of 1925 came mostly from:—

United States	14,601 cars
Italy	783 cars
England	210 cars
Belgium	108 cars

This shows how America takes the lion's share of French automobile imports, and how much the depreciation of the franc in relation to the dollar, as has taken place in the last few weeks, is likely to create a considerable disturbance on the market.

## GRUBB JOINS DETROIT OAKLAND DISTRIBUTOR

**Special from A. D. N. Detroit Bureau**  
**Detroit, Dec. 15.**—H. A. Grubb has joined the Richards-Oakland Company, Oakland distributor here, as a vice-president of the firm. He was formerly associated with G. A. Richards, president of the company, and R. H. Jeffers, a vice-president, as district sales manager of the Firestone Tire and Rubber Company.

## GREENE NEW MANAGER OF SILLS-CHEVROLET

**Portland, Me., Dec. 15.**—The appointment of Burch E. Greene as manager of the Sils-Chevrolet Company of Maine has been announced by W. C. Sils, president of W. C. Sils, Inc., New England distributor.



## BIG DRIVE TO CLEAR STOCKS

New Haven, Conn., Dec. 15.—A special drive by local used car dealers to sell out their stock of used cars before the first of the year is now in progress in this territory and a survey of the local dealers shows that sales during the past week jumped considerably over the past two weeks.

The Used Car Dealers Exchange here is conducting a special sale of used cars so that its floor space will be entirely cleared for the coming local automobile show which will be held during the latter part of January.

The open weather has helped the sale of used cars considerably and according to most of the used car dealers their sales for 1925 will surpass their 1924 total.

### Joint Used Car Sale Successful in Marion

Marion, O., Dec. 15.—Highly satisfied with the large number of sales of car effected since the previous Saturday, eight local automobile dealers participating in the eight-day used car sale, closed the sale Saturday night.

With but one or two exceptions the sale of used cars surpassed the expectations of those participating.

More than 100 used cars were sold. A large number of dealers reported that the sale stimulated the demand for new cars.

### Blame Used Situation For New Car Slack

Topeka, Kan., Dec. 15.—With back orders all filled, the Topeka dealers in medium and higher-priced cars are finding the market slackening, they report. This they say is primarily due to a saturation of the market for used cars and a consequent inability on the part of the dealers to offer "good" turn in figures in making deals with the customers who want to make their annual turnover of transportation.

"Farmers are about the only class of active buyers at the present," said Noel V. Wood of the Wood Motors Company, Buick dealer. "About the only city demand is coming from those who always turn in their year-old cars for the new models."

None of the Topeka garages or dealers are cutting forces for the winter months, a survey of the territory discloses. All dealers believe the present situation but a temporary one and prospects of an open winter will show an almost 100 per cent. use of cars owned here, so service departments are expected to at least pay for themselves.

The dealers all have learned that it pays them to keep organizations together and feel that even a slight loss can be suffered to advantage, if there is no shorthanded service department to look after when spring business opens up.

### Favor Reconditioning Of Cars Traded In

Fredericksburg, Va., Dec. 15.—"Conditioning the car is the most important factor in a used car sale," says F. Hirsch, member of the firm of Jones Motor Company, Studebaker dealer in this city, which enters the winter with a house cleaned of used cars.

The Jones company does not follow up used car sales to lead to new car transactions. Mr. Hirsch concedes that the dealer's profit would improve if all dealers would combine in a community in handling only new cars, leaving the second-hand machines to used car dealers exclusively.

## Distribution of Millions in Xmas Savings Stimulates New Car Sales

### Family Gift Idea, Coupled With Time Payments, Appeals

CANTON, O., Dec. 15.—Distribution of almost half a million in Christmas savings accounts helped to stimulate sale of new cars the first ten days of December and from all indications the stronger buying trend will continue right up until the holiday.

In the past week a number of local dealers reported down payments were being made on cars for Christmas delivery and that in no instance are orders so far in arrears that delivery cannot be made at the appointed time.

While many cars are being purchased as Christmas gifts, there are scores who are holding off using their year's savings for car purchases until after the holidays, believing that price reductions will come and that they will be able to do better for the money they have appropriated for their new car.

Dealers interviewed at random said:

**Ford**  
Deliveries are more prompt than at any time since the improved Ford made its appearance, and there is little difficulty experienced in getting a new car of any model at the time desired by the purchaser. The coupe continues to be the best seller, with the four-door sedan the next best bet.

**Buick**  
Dunkel-McVey Motor Company, Buick distributor, report demand for this line very satisfactory as the year draws to a close. "We are still behind in deliveries," an official of the concern said this week.

**Chevrolet**  
The Jamieson Sales Company reports increased activity the week ending December 12, following two weeks of very dull business. The coach is proving the best seller with the Chevrolet concern.

### Record Breaking Week in Boston

Boston Dec. 15 (U. T. P. S.).—Distributors and dealers had a record breaking week last week. That the motor car has reached its place as a Christmas gift has been fully demonstrated here. The idea of making the whole family a Christmas present by the purchase of a car, linked with the idea, originated in this industry—deferred payments—has resulted in remarkable sales results.

A still better week in gift cars is looked for during this week.

Last week practically every dealer cashed Christmas checks, for last week was the period when the Christmas clubs poured out their year's savings to the public. There were many cases of whole families pooling their money for the family car as their Christmas shopping this year.

The big feature of the week in the showrooms was the appearance of the new Day Jewett, sold here by the Paige-Jewett Company of New England. The new entrant in the thousand-dollar six-cylinder class attracted a great deal of attention and brought scores of prospects who had never before been interested in the firm's cars.

The Oakland mystery car kept the showrooms of the Boston Oakland Company filled all the week, and is one of the biggest results getters in the way of getting motorists into the showroom to talk turkey on cars that has ever struck this city.

The big increase in the sale of Dodge cars during the fall of this year is responsible for the opening of a new salesroom this week by the Henshaw Motor Company down town. The new showroom will be used for rebuilt cars and used cars, as the business in new cars has grown to such an extent that the two selling departments of the concern needed new quarters.

The Studebaker and Essex,

Chevrolet and Ford sedan were the big Santa Claus car selections of women. The Studebaker led the field, it appears, in this selling of cars at Christmas as "presents for the wife," and they conducted a heavy advertising campaign towards this end.

### Pre-Holiday Buying Lively in Kansas City

Kansas City, Dec. 15.—Kansas City motor car dealers continue to report December business as good with pre-holiday buying as exceptionally satisfactory. Some few dealers declare business is quiet, but the majority are pleased with general conditions and see brisk sales ahead.

**Packard**  
H. W. Ward, vice-president of the Reid-Ward Motor Company, Packard dealer, says sales are 75 per cent. better than this time last year.

**Wills Ste. Claire**  
December may prove the best month of the year for the Wills Sainte Claire Motor Company here, if sales for the month keep the pace set the first half of the month, according to Norman Wilson, secretary-treasurer of the company.

**Oakland-Marmen**  
The Hemphill Motor Company, Oakland-Marmen dealer, sold eighty-three Oakland cars in November, with December business moving along at a good clip, according to B. M. Johnson, an assistant sales manager.

### Excellent Business Reported in Cleveland

Cleveland, Dec. 15.—Exceptionally good business for December, surpassing sales in December, 1924, by from 10 to 50 per cent., and prospects of the greatest year in the automobile business ahead for 1926, was re-

vealed today by a canvass of leading distributors in the new car sales field in the Cleveland district.

Generally speaking, from now until the holidays are over, a seasonal slump is expected, it was pointed out, but the forecasts for automobile show sales and of sales for spring deliveries indicate the most optimistic trend in the market.

Distributors report as follows:—Ford Motor Company, Cleveland branch, L. D. Leet, sales manager: "Sales for the windup month of the year are holding up remarkably well, and the prospects for the first few months of 1926 are bright."

Chevrolet-Downtown Chevrolet Motors, Fred Haas, sales manager: "The new car business showed a slump during the last week, and I think the main reason was the erroneous belief among prospective buyers that they may expect a cut in prices when the new 1926 models are announced. I have just canvassed distributors of five different makes—Chevrolet, Ford, Studebaker, Buick and Cadillac—and they say that no reductions can be expected, except, perhaps, by manufacturers in the highly competitive field who are willing to take a loss to get business."

Hudson-Exeter, R. J. Schmuck Company, distributor, J. J. Seymour, sales manager: "Business at this period in December is only fair, due to several factors. The main one, I think, is the fact that the public is waiting to buy the new models which will be announced soon. General business conditions in retail lines is not as good during the last few weeks."

Nash-Franklin, Cleveland Motor Car Sales Company, Fred J. Graf, sales manager: "Sales during December apparently are going to be far in excess of sales during December last year. We judge this from the fact that we sold as many Nashes in the first ten days of this month as we did in all of December, 1924. Franklin sales are slowly but surely improving, the distribution here being about 100 cars a year."

Studebaker, Studebaker Corporation of America, E. R. Parker, sales manager: "We are exceptionally pleased at the results of our special campaign for Christmas business. We have spent a lot of time and money on special Christmas displays and in soliciting Christmas business, and the results in sales are extremely gratifying."

Buick, Ohio Buick Company, J. J. Rowan, sales manager: "December sales make one of the brightest spots in our history, as they will run at least 50 per cent. over sales in the same month of 1924. Business is just about on a par with November, and the prospects for 1925 are excellent. In fact, I think we can expect the best year we ever had."

## Chevrolet Ends Annual Inventory

Flint, Mich., Dec. 15.—The annual inventory has been concluded at the main factory of the Chevrolet Motor Company here, and the factory is re-entering production at once. According to Charles Weatherall, factory manager, the factory will be in capacity production by December 25.

### STUDEBAKER LEASES PLAZA ROSE ROOM

New York, Dec. 15.—Following the announcement of a series of Studebaker models mounting custom coachwork and their initial exhibit at the Hotel Plaza comes the news that the Studebaker Corporation of America has leased for five years at a total rental of \$250,000 the famous Rose Room of the Plaza, so that its debutant custom models may be at home in the very inner circles of America's aristocracy.

The signing of this lease was largely influenced by the success of the display of LeBaron custom coachwork mounted on the Studebaker big six chassis now being held at the Plaza. Studebaker officials state.

### DARNALL TO HANDLE OAKLAND AT ATLANTA

Cleveland, Dec. 15.—George Darnall, sales manager of the Barnes Motor Company, Cleveland distributor of Dodge Brothers car and Dodge & Graham Brothers trucks, will resign January 1, to take on the Oakland account at Atlanta, Ga., according to announcement today by W. Pitt Barnes, general manager of the local distributing company.

### REMOVE HEADQUARTERS

Salt Lake City, Utah, Dec. 15.—The offices of the Utah State Automobile Association are being moved from the Newhouse Hotel to the Hotel Utah where they will have more space.

for Economical Transportation



Chevrolet dealers sell 60% Purchase Certificates in a score of different ways—to people who are without a car; to people who will some time in the future want to buy a new car; as Christmas gifts; as a profitable investment for Christmas money.

Manifold possibilities make the certificate a constant source of profitable sales.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Touring .....\$525  
Roadster .... 525

Coupe .....\$675  
Coach .....695  
Sedan ..... 775

Commercial Chassis .....\$425  
Express Truck Chassis.. 550

ALL PRICES F. O. B. FLINT, MICHIGAN

Q U A L I T Y A T L O W C O S T



# Automotive Daily News

"Of, By and For the Entire Automotive Industry"

Published Every Day Except Saturday and Sunday by  
**AUTOMOTIVE DAILY NEWS PUBLISHING CORPORATION,**  
 25 City Hall Place, New York, N. Y.  
 DETROIT BUREAU, 2-144 GENERAL MOTORS BUILDING, EMPIRE 3500  
 Application for entry as second-class matter is pending at Post Office, New York, N. Y.  
 O. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington,  
 Treasurer; Alexander Johnston, Secretary.

WEDNESDAY, DECEMBER 16, 1925

Advertising Headquarters—1926 Broadway, New York, N. Y.  
 Harry A. Tarantous, Advertising Manager, George M. Slocum, Manager Detroit  
 Bureau, General Motors Building, Detroit, Mich. C. H. Shattuck, Western Manager,  
 168 North Michigan Ave., Chicago, Ill. Metz B. Hayes, New England Manager, Little  
 Building, Boston, Mass. Blanchard, Nichols & Coleman, American National Bank  
 Building, San Francisco, Cal. Lincoln Building, Los Angeles, Cal.; 1937 Henry  
 Building, Seattle, Wash.  
 Address ALL advertising cuts, copy and correspondence for New York office to  
 1926 Broadway, New York City.

Editorial Department—25 City Hall Place, New York, N. Y.  
 Telephone, Franklin 3900.  
 Alexander Johnston, Editor; Don Wallace Robinson, Managing Editor; Walter  
 Boynton, Editor Detroit Bureau, Detroit, Mich. Contributing Editors: John C.  
 Wetmore, Clyde Jennings.

**SUBSCRIPTION RATES**  
 United States and Possessions and Canada: One Year, \$12.00. Six months, \$6.00.  
 Single copies, 10 cents.  
 Foreign subscriptions: One year, \$15.00. Six months, \$7.50.

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## A Sure Sign of Prosperity

**"PROSPERITY in Automotive Industry Reflected in \$101,000,000 Expansion,"** says a recent headline in our favorite daily automotive newspaper. The article refers to plant and equipment investments now being made by various automotive manufacturers in the Detroit district.

The figures are impressive enough, but they represent only a part of the expansion program of the automotive industry as a whole. It must be remembered that the accessory manufacturers are not located in Detroit in the main and another \$100,000,000 would be a very conservative estimate of the amount that the rest of the industry is spending in plant enlargement and increasing its equipment.

*And if we add to this expansions that are being made by dealers, we should have probably a total as large as that of the manufacturing side of the industry. Let us say, then, that the entire automotive industry will spend \$400,000,000 in increasing its plant and equipment facilities during the coming twelve months.*

As recently as 1916 the entire appropriations voted by Congress for the maintenance of the country amounted to less than \$700,000,000. In 1916 the public debt of the United States was \$971,000,000. In 1914 the total wholesale value of all the motor vehicles produced in the United States was \$458,000,000. That eleven years later the industry spends nearly that total in plant expansion and improvement constitutes a record of growth without parallel in industrial history.

And the fact that automotive manufacturers are spending such a sum in such a way indicates with unerring accuracy the prosperity that they see ahead for 1926.

## The Cost of Carelessness

**SECRETARY HERBERT HOOVER** of the Department of Commerce has just let us in on the secret of what the British rubber restriction act is actually going to mean to us in 1926. When the Stephenson act was first passed the understanding was that it would be used to maintain "a fair price" for East Indian rubber growers. These gentlemen agreed that 30 to 36 cents a pound would be a fair price, permitting them to realize from 15 to 25 per cent. on their investment. And that is a pretty fair return, even if the investment has an element of risk.

*However, when the rubber restricters found that they had a virtual monopoly of the world's rubber supply, they promptly changed their ideas on what constituted "fair prices" and rubber now stands at \$1.10 or thereabouts a pound. In 1926 the estimated consumption of rubber in this country will be about 900,000,000 pounds. At the original fair price, if we put the latter at 36 cents per pound, our national rubber bill would have been \$324,000,000. At an even dollar per pound our bill would be \$900,000,000. For letting this present situation develop, we are likely to pay \$676,000,000, a fairly sizable sum, even in these days of free spending.*

It is too late now to prevent our being gouged in the 1926 rubber bill, but Secretary Hoover is quite right in saying that the present is the proper time to take steps that will prevent any repetition of the present situation. Harvey Firestone has been preaching to us for years of the danger that we were in and now he has taken steps to protect himself against another rubber famine. It is to be hoped that Hoover's conference will devise some method of preventing foreign nations from taking advantage of our trustfulness. Or, better still, let's not be quite so trustful the next time.

## Our Own Automotive Family Album—

The Boyhood Days of Our Industry's Leaders

By Kessler



**CHARLES F. DALY, VICE-PRESIDENT OF DURANT MOTORS INC., WENT TO WORK IN CANTON, ILLINOIS, WHEN A YOUNGSTER, AS A TELEGRAPH OPERATOR.**

## Show Salesmanship

By Ralph Schrenkeisen

### MAKE ROOM FOR MORE USED CARS

The average automobile distributor and dealer will have more used cars offered to him in trade during the coming automobile show than he has ever before had offered to him in a period of like length.

Regardless of whether or not the sale is actually consummated, the very air seems filled with propositions that are being offered to the dealer almost every time he turns around.

Some of these propositions will be of a nature that would make it foolhardy for the dealer to entertain them at all.

Many persons who have absolutely no intention of buying a new car will make propositions to salesmen during show week, if for no other reason than to have something to talk about.

Others will do it in order to find out what the current market value is of sold old cars that they happen to own.

On the other hand, many of the offers that will be made to him will hold a very good profit for the dealer, if he is in a position to accept them.

And whether he is in a position to accept them or not depends very largely upon his activities between now and show time.

One of the greatest hindrances to a dealer's sales progress is his used car department.

If he has been a bit unwise in his trading, in an attempt to meet the keen competition that is always at his elbow, now is the logical time for him to bring himself to an accounting.

He must decide whether or not he will allow that hindrance to keep him from making healthy deals at the show or whether he and his organization will buckle down between now and the show in order to clear the path for coming business.

One of the biggest things that will stand in the way of his doing the latter is the fact that salesmen are tempted to believe that, be-

cause a few prospects have told them that they intend to wait for the show, no cars can be sold for a period of one or two months preceding the show.

This is not so, and the first step that the dealer must take toward cleaning out his used cars is to get his sales force away from this belief.

When he has been successful in doing this, he can then announce that a bonus will be paid above commissions on each sale of a used

car from now until the opening of the show.

Or, better yet, until the close of the show, for that will tend to urge his men to offer used cars to all those who attend, and who cannot be persuaded to buy a new car.

A special used car advertising campaign should be run, in which price should be the feature.

Used cars are the old serious barrier to new car sales.

## Coming Automotive Events

### DECEMBER

- 16—Dayton, O. Meeting of the Society of Automotive Engineers, Engineers Club.
- 16—Brussels, Belgium. Annual Automobile Show.
- 15-16—Washington, D. C. Chamber of Commerce of the United States, national distribution conference.
- 17—Detroit, Mich. Meeting of factory representatives of the Society of Automotive Engineers, General Motors Building.
- 18—Chicago, Ill. Talk on "High Efficiency Engines," Society of Automotive Engineers, Engineers Club.
- 18—Buenos Aires, Argentina. Eighth annual Argentina Auto Show.
- 20—San Francisco, Cal. Meeting of the Society of Automotive Engineers of Northern California, Engineers Club.

### JANUARY

- Waterbury, Conn. Waterbury Automotive Dealers' Association, annual sale show. Date not set.
- 9-17—Milwaukee, Wis. Eighteenth Annual Automobile Show.
- 11—New York City. National Automobile Dealers Association, third annual convention of the Atlantic Coast district.
- 11—New York City. National Automobile Chamber of Commerce, motor truck convention.
- 16-23—Philadelphia, Pa. Philadelphia Automobile Show.
- 11-13—New York City. Second World Motor Congress for Foreign Automotive Officials.
- 11-16—Chicago. American Road Builders' Association Annual Convention.
- 9-16—New York City. National Automobile Show.
- 14—New York City. Society of Automotive Engineers, annual dinner. Hotel Astor.
- 21-22—Buffalo, N. Y. Winter sectional meeting of the American Society for Steel Treating.
- 16-23—Newark, N. J. Nineteenth Annual Newark Automobile Show.
- 16-23—Philadelphia. Twenty-fifth Annual Automobile Show.
- 16-23—Cincinnati, Ohio. Automobile Show.
- 16-23—Milwaukee, Wis. Automobile Show.
- 16-23—Buffalo, N. Y. Twenty-fourth annual automobile show.
- 18-23—New York City. Twelfth National Motorcycle, Bicycle and Accessory Show, Madison Square Garden.
- 18-23—Columbus, Ohio. Columbus Automobile Dealers' Association, Motor Hall Show.
- 18-23—Elmira, N. Y. Elmira Automobile Dealers Association, Sixteenth Annual Auto Show.
- 19-21—Buffalo, N. Y. American Petroleum Institute, winter sectional meeting.
- 19-21—Los Angeles, Calif. American Petroleum Institute, sixth annual meeting.
- 20-22—Detroit. National Society Automotive Engineers.
- 21-22—Detroit. Michigan Independent Oil Men's Association.
- 21-22—Los Angeles, Cal. American Society for Steel Treating, sixth annual meeting.
- 23-30—Montreal, Canada. Annual Motor Show.
- 23-30—Cleveland, O. Cleveland Automobile Manufacturers and Dealers' Association, automobile show.
- 23-30—Cleveland, Ohio. Automobile Show.
- 23-30—Baltimore, Md. Twentieth Annual Automobile Show.
- 23-30—Detroit, Mich. Twenty-fifth Annual Automobile Show.
- 23-30—Brooklyn, N. Y. Fifteenth annual automobile show.
- 26—American Road Builders' Association, Good Roads Week.
- 26-29—Detroit, Mich. Society of Automotive Engineers, annual meeting.
- 27—Detroit. Michigan Highway Association.
- 27-30—Scranton, Pa. Scranton Motor Trades Association Auto Show.
- 27—Detroit, Mich. Michigan Automotive Trades Association Sixth Annual Convention.
- 30-Feb. 6—Chicago. Eleventh Annual Chicago Automobile Salon.
- 30-Feb. 6—Washington, D. C. Automobile Show.
- 30-Feb. 6—San Francisco, Cal. Tenth annual Pacific Automobile Show.
- 30-Feb. 6—Chicago, Ill. Eleventh Annual Automobile Salon, Hotel Drake.
- 31-Feb. 6—Chicago, Ill. National Auto Show.

### FEBRUARY

- 2-6—Denver, Col. Denver Automobile Dealers' Association, annual show.
- 2-6—Atlantic City, N. J. Atlantic City Auto Dealers Association annual show.
- 3-6—Springfield, Ill. Seventh Annual Show.
- 9—Springfield, Ill. Illinois Automotive Trade Association, annual convention.
- 6-13—Providence, R. I. Rhode Island Automobile Dealers' Association, annual automobile show.
- 6-13—Minneapolis, Minn. Minneapolis Automobile Trade Association, Northwest automobile show.





# first

*for the 8<sup>th</sup> consecutive year at the*  
**National Automobile Shows**

Again Buick has won first place in the motor car industry. This year, as in every one of the preceding seven, the public has invested more dollars in Buick automobiles than in the cars built by any other member of the National Automobile Chamber of Commerce.

This entitles Buick to first choice of display space at the National Automobile Shows in New York and Chicago.

For eight years Buick has dominated quality motor car sales, enjoying nearly a decade of leadership, while a host of other fine cars were striving for the place of honor held by Buick.

A better idea of the magnitude of this Buick achievement may be obtained when you consider that to duplicate it, a motor car would need to capture first place now, then hold it continuously until 1934.

To have won the lion's share of public preference, year after year, for so long, conclusively shows superior merit in the Buick product.

Buick has built a better motor car, and public recognition has followed—has singled it out as the one car among all—which contains in the greatest measure the essentials of dependable, economical and luxurious motoring.

BUICK MOTOR COMPANY, FLINT, MICHIGAN  
Division of General Motors Corporation

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM



## Harrison Radiator to Have Plant in Detroit

LOCKPORT, Dec. 15.—Announcement was made today of steps taken to acquire a branch plant in Detroit, Mich., to care for expansion of the Harrison Radiator Corporation plant of this city, one of the largest radiator plants in the country.

The information came from Herbert C. Harrison, president of the corporation.

Harrison declares that the new plant will not curtail the activities of the local plant, but will give additional and improved service to its customers.

A growing demand for products necessitates an extension in the manufacturing facilities, and, as much of the output is used in Detroit, economy demands a plant there, Mr. Harrison said.

"A greater part of the product of the local company," said Mr. Harrison, "is used in the vicinity of Detroit, and, in order to protect the interests of the customers, it has been decided to purchase a site in that city, upon which there are already thoroughly adequate, modern buildings ready for occupancy. These buildings will be equipped with duplicate machinery and a portion of the activity of the

corporation transferred to the Detroit branch."

The Harrison Radiator Corporation was started in Lockport in 1910. The local plant at present has a capacity of upward of 5,000 radiators a day and employs 1,600 men.

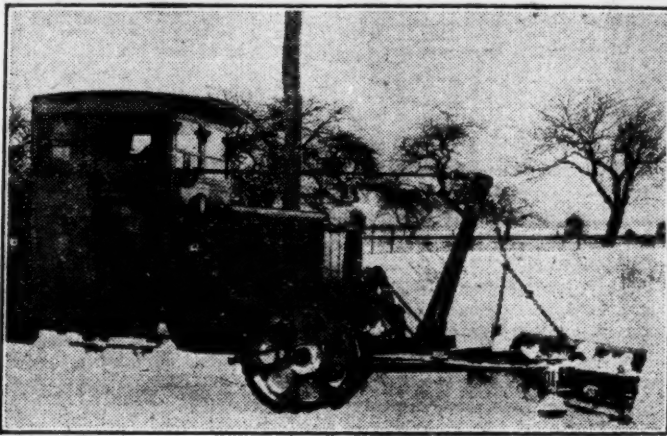
### OPENS ANOTHER STORE

Moline, Ill., Dec. 15.—The River Valley Oil Company, John C. Bridgewater, manager, has opened the sixth of its tri-city chain of stations at 5th Avenue and 2d Street.

### SEFKS PATENT

St. Paul, Minn., Dec. 15.—A patent is being sought by Edward J. Fazendin of this city for a combination road map, rear view mirror and anti-glare device, now being manufactured for the local market.

**DEFYING THE SNOW**—Atterbury truck equipped with detachable snow plow clearing the highway for itself and other commercial and passenger machines. Many municipalities are ordering trucks so equipped to keep their roads clear for winter travel.



### MENGER LOCK CO. TO OPERATE AS TYRELOCK CO.

New York, N. Y., Dec. 15.—The Menger Lock Company has been bought by B. J. Goldberg, president of the Mandisco Service Corporation. The business will operate as the Tyrelock Company.

### Yellow Sl.-Valve Expanding Force

East Moline, Ill., Dec. 15.—The Yellow Sleeve-Valve Engine Works, now employing 600 men, has doubled its force in the last year, and, according to Louis Ruthenberg, general manager, there is prospect of an addition of 100 men to the staff next spring. The present force is the largest since the Yellow Sleeve took over the plant from the R. & V. Company.

The Yellow Sleeve plant is now conducting experiments with three new types of engines, but the motors now being developed will not be ready for commercial use before 1927, the officials claim.

### Shop Equipment

#### ENGINE STAND



This Ford engine stand is made by Stevens & Co., New York. In mounting the engine on the stand the stand is tipped upside down, the engine bolted in place, and the stand then "walked" into an upright position. It is said to be a simple job for one man.

The stand is strongly built of steel and is capable of supporting four tons. Its weight is 79 pounds and the wide feet prevent accidental tipping over.

It is designed to hold the engine at just the right height to make it easiest for the mechanic to work on it. The block can be held upright for valve grinding, with one side up for operations on the pistons or connecting rods, or inverted for fitting main bearings.

The valves are protected by a special retaining rack when the engine is on the stand. Spring retained plungers, one for each valve, keep the valves pressed against the push rods.

Another feature is a built-in valve lifter which compresses the springs with a positive grip, exposing the pins for easy removal. As the retaining rack keeps the valves in place, the operation can be performed in the easiest working position, with the engine inverted. It is claimed.

Price, \$35.

#### PROSPEROUS YEAR

Los Angeles, Dec. 15.—Sales in 1925 have been greater than the totals for 1924, according to C. A. Roesch, president of the Alemite Company of California, who says that the present year has been the most prosperous one in the history of the firm.

## U. S. Patent Office Still Crowded With Automotive Devices

WASHINGTON, Dec. 15.

—Two additional patents, covering hydrocarbon motors, were granted today by the United States Patent Office to Harold D. Church and Henry P. Doolittle, both of Detroit, which have been assigned to the Packard Motor Car Company.

The list of patents made public today contains a wide variety of automotive inventions. From far-away Honolulu comes an automobile finish and finish process, while the inventive genius of France, England and Germany is also reflected in American patents. The current list follows:—

George H. Acker, assignor to the Cleveland Worm and Gear Company, Cleveland, O.; worm gear reduction unit; Thomas M. Allen, assignor to the Torrington Company, Torrington, Conn.; pedal for motorcycles; Stephen E. Alley, London, England, self-propelled vehicle; Charles C. Anthony, assignor to the Associated Oil Company, San Francisco, static eliminator for vehicle tanks; George F. Armstrong, Rutherford, N. J.; pneumatic tube; Isaac H. Athey and A. R. Schwarzkopf, assignors to Athey Truss Wheel Company, Chicago, vehicle.

Frederick M. Baldwin, Los Angeles, and G. A. Burgess, Long Beach, Cal.; shaft and sleeve type automobile signal; Henry Barker, Birkenhead, England, assignor to T. Barker and A. D. Bergen, Savannah, Ga.; air valve for internal combustion engines; Alfred B. Bell, assignor to the American Motor Body Corporation, Philadelphia, car seat; Homer S. Bergdoll, Thomas, W. Va.; wind shield heater; Lloyd Blackmore, Highland Park, Mich., assignor to the General Motors Corporation, Detroit, windshield cleaner; John Boosh, assignor to S. Kraus, Cleveland, O.; anti-skid attachment for wheels; Joseph H. Bourgon, Detroit, Mich., assignor to the Studebaker Corporation, South Bend, Ind.; hood support; Ferdinand A. Bower, Flint, Mich., assignor to the General Motors Corporation, Detroit, bumper; Newton J. Bursan, Tacoma, Wash., piston.

Sidney M. Cadwell, Leonia, N. J., assignor to the Naugatuck Chemical Company, vulcanizing rubber and products obtained thereby; William A. Carno, Dunter, N. D.; resilient wheel; Harold D. Church, assignor to the Packard Motor Car Company, Detroit, hydrocarbon motor; Henry L. Clabaugh, Cleveland, O.; fender or bumper; Frank J. Clark, Battle Creek, Mich.; bumper; Herbert A. Horliss, Grants Pass, Ore.; auto headlight; Edward T. Curran, Detroit, Mich.; spark plug cooling device.

Duncan Dana, Marblehead, Mass., assignor to the General Electric Company, lubrication of bearings; Ernest Davis, Chicago, oil gauge; Henry P. Doolittle, assignor to the Packard Motor Car Company, Detroit, hydrocarbon motor; Albert Dumas, Sorel, Quebec, assignor to Dumas Transmission Lock and Machinery Company, Ltd., St. Joseph de Sorel, Quebec, Can.; locking device for motor vehicles.

Lewis W. Eggleston, Buffalo, emergency indicator for automobiles.

George Flemister, Rome, Ga.; steering wheel attachment; Ernest Flenke, Cambridge, Mass.; shock absorber; John Foust, Baker, Mont.; engine manifold.

William P. Gibson, Mansfield, La.; vacuum oil burner; Richard T. Gifford, Springfield, Mass., assignor to the Cowan Truck Company, Holyoke, Mass.; check device; Robert L. Goodfellow, Binger, Okla.; shock absorber; Walter R. Green, Chicago, combined luggage and tire carrier; Melvin S. Groh, Toronto, Can., assignor to J. Mercandante, New York city, manifold; Waldo J. Guile, Worcester, Mass.; gearing for power transmission.

Cromwell A. B. Halvorson, Jr., Lynn, Mass., assignor to the General Electric Company, traffic signal standard; Claude J. Haywood, Brazil, Ind.; adjustable bearing for internal combustion engine; Louis E. Hellig, Sherman, Cal.; garage door holder; George N. Hein, San Francisco, piston and packing construction; William P. Hudson, Philadelphia, spring support for motor vehicles.

John Jeap, Snohomish, Wash.; anti-skid attachment for vehicle wheels; John W. Johnson, Bluefield, W. Va.; gasoline vending machine; Lee B. Jones, assignor to the Sunbeam Electric Manufacturing Company, Evansville, Ind.; headlight; Arthur W. Jones, Birmingham, England, assignor to the Dunlop Tire Manufacturing Corporation of America, Buffalo, manufacture of wheels.

Frank B. Kane, Reddick, Ill.; trailer draft gear for automobiles; Eugene Kibele, San Antonio, Tex.; packing ring; Carroll Knowles, Hartford, Conn., assignor to Pratt & Whitney Company, New York city, gear cutter-grinding machine.

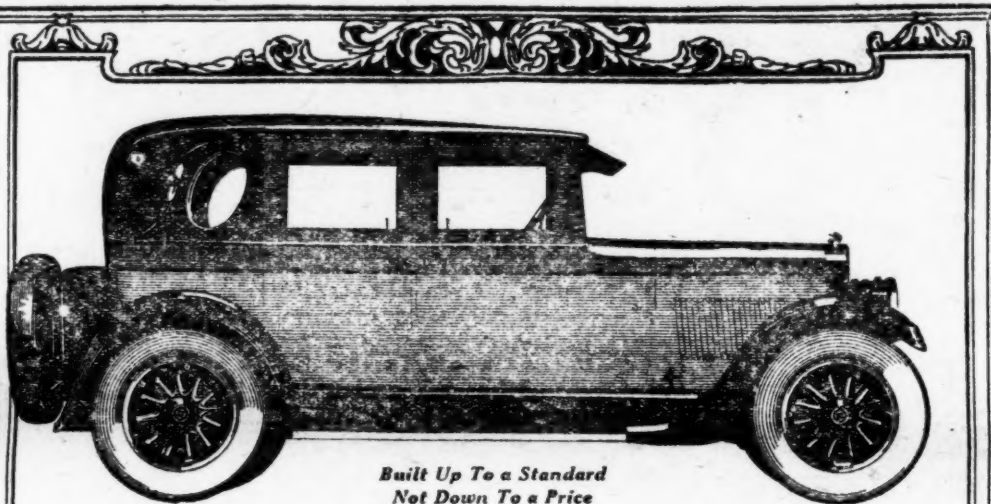
Edward L. Leinbach, Chicago, shock absorber; John M. Lindmark, Seattle, Mich.; vehicle wheel; Paul W. Litchfield, assignor to the Goodyear Tire and Rubber Company, Akron, O.; tire; William A. Lippman, St. Louis, camping trailer; Marshall R. Lloyd, Menominee, Mich., assignor to Heywood-Wakefield Company, Boston, Mass.; vehicle hood; Lucien P. C. Lottie, Paris, France, tire protector; Ralph M. Lovejoy, Meredith, N. H.; shock absorber connection.

Colin MacBeth, Birmingham, England, assignor to the Dunlop Rubber Company, Ltd., London, machine for making pneumatic tire covers or casings; Thomas P. May and D. C. Perry, assignors of one-half to B. E. Walker, Ruth, Nev.; tire-rim tool; Lloyd W. Miller, Bessemer, Pa.; internal combustion engine; Herbert J. Maloney, Chicago, ignition system for internal combustion engines; Thurston W. Moore, Oakland, Cal.; steering wheel attachment.

Emil Nastro, Brooklyn, automobile bumper.

Thomas E. Ogram, Washington, signal for motor vehicles; Richard B. Owen, Washington, storage battery.

Samuel N. Parker, assignor of one-half to A. O'Shaughnessy, New Orleans, La.; demountable tire; John Podinaresky, Chicago, vehicle fender; Percy R. Prosser, Pasadena, Cal.; gear shift mechanism.



Built Up To a Standard  
Not Down To a Price

## Pride in Performance

To some owners perhaps, a motor car is just a means for getting from one place to another.

To some others it is a possession which fills a need either social or commercial.

These ask only that it do its work faithfully.

There is a select coterie, however who derive from the ownership of their motor cars a degree of pleasure which is in direct relation to the perfection of its performance.

Such an owner may not be a habitually fast driver.

More than likely he drones along at 35 to forty at the most—even on a good country road.

But—he does want to know that, without his consent no car on the road can pass him.

He does want to feel when he sees a steep hill in front of him that, with just a trifle more pressure on accelerator, the car will sweep silently, smoothly and without apparent effort up and over.

This Rickenbacker Six levels all roads. And, if you do want speed, you may call on all you will ever care to use—for as long or as far as you care to drive.

In a word, here's a car which delivers to its owner all those phases of performance which make an automobile a prideful possession.

RICKENBACKER MOTOR COMPANY  
DETROIT, MICHIGAN



# Rickenbacker

A • CAR • WORTHY • OF • ITS • NAME



## New Accessory Shops in Cincinnati Cutting Rates

CINCINNATI, O., Dec. 15.—Accessory stores here are springing up almost overnight, and price cutting appears to be the one weapon most favored by the new shops.

All are making a big drive for the Christmas trade, some depending upon circulars, others on newspaper space. It is a noticeable fact that the users of the more generous space are doing business on a more generous scale.

A survey reveals business has been good, not only because of the 200,000 autos in the immediate vicinity, but because the mail order business is showing a steady growth, particularly from the towns in Kentucky, Tennessee and West Virginia.

One of the large accessory dealers in this section, Leo Wise, keeps a list of customers, their address, items purchased, and dates, but rarely circularizes. He takes stock once a year; ties up local advertising with national advertising at times, and invariably with good results. He distributes folders, circulars, and other printed matter furnished by manufacturers or jobbers, but never unless as an enclosure or to hand a piece to a customer. In other words, he does not permit this distribution to cost him anything.

"Seasonable window displays," says this dealer, "are always good. In fact, if snow or ice come overnight, our windows are full of chains, denatured alcohol, radiator shields and all the cold weather needs. Never do we overlook this."

Accessory dealers here are divided in opinion as to the advisability of handling radio supplies. One says: "We do not handle radio supplies; we believe that is the business of the radio man. We prefer to concentrate on auto accessories."

Another says: "For a long time we hesitated to install radio supplies, but we had so many requests that we capitulated. It has grown to be a nice portion of our business."

Still another says: "We did not care to handle radio accessories, but we had so many people ask us if an auto battery would do for the radio outfit we started selling the smaller car batteries for radios and eventually put on a line of radio parts."

### Wintery Blasts Spur Sales in Accessories

Toledo, Dec. 15.—With the first real touch of winter in the Toledo district there has come a rush for cold-weather necessities, with the greatest business flurry of the last three months.

Every supply and garage man in the district has felt the benefits, and it has been a welcome change from the continued lull, mostly caused by lack of weather. Dealers had right along blamed the weather condition for the lack of business in alcohol, chains, hood and radiator covers, robes, gloves and other necessities. The advent of real cold has proved they were correct.

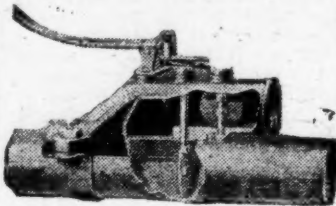
### Topeka Reports Slump in Sales

Topeka, Kan., Dec. 15.—The decided slump in accessory business that started last week is getting worse, Topeka accessory retailers and jobbers declare. The falling off in the number of new cars sold and the warm weather are given as the main causes.

"It's right now that we usually are busy supplying the demand for car heaters, windshield wipers, inclosures and such winter goods, but this Indian summer has choked off nearly all that class of trade. People do not buy winter stuff till they actually need it," said Paul Kinkle of the W. A. Thompson Hardware Company, wholesalers.

## New Accessories

### MOTOR TESTING VALVE



The Gladiator Motor Testing Valve is made by the Gladiator Manufacturing Company, Auburn, Ind., and sold through the Zinke Company, Chicago. No. 100, as this model is called, fits all cars.

It is equipped with a universal fitting to fit any size exhaust pipe and has asbestos gaskets. Two sizes of butterfly valves are provided to take care of different sized exhaust pipes.

The valve is made of cast iron and when operated causes the engine to exhaust directly into the air without going through the muffler. This enables the engine to be tested more readily by the sound of the explosions.

It is claimed that collections of carbon will not affect the action of the valve and that the passage of the exhaust can be controlled to any desired degree.

A polished aluminum push-and-pull control is located on the dash and connects with the butterfly shaft lever by bowden wire enclosed in flexible tubing.

It is installed by cutting a V-shaped opening in the exhaust pipe for the butterfly disk to enter, the valve then being held to the pipe by two iron straps which bolt onto the valve. The control is easily installed by cutting a hole in the dash one-half inch in diameter.

Price, complete, \$3.50; for control only, \$2.

### NORTHEASTER HORN



A new magnetic horn of simplified design has been announced by the North East Electric Company, Rochester, N. Y. It is said to have a strong vibrant tone of exceptional carrying power and attention-getting value.

These qualities are secured through blending the natural or fundamental tone of the diaphragm with a higher pitched overtone. The latter is kept exactly one octave above the fundamental and gives maximum clearness to the resulting tone, it is claimed.

In construction the number of parts has been reduced to a minimum and all operating elements built with sufficient durability to insure long life and freedom from attention.

The contacts are made of tungsten and a condenser, is used to eliminate arcking. Adjustment of tone is facilitated by a screw provided in the case. Finish is in baked black enamel.

The horn is distributed to the trade by the North East Electric Service, Inc., which handles all North East products for retail.

Price, \$7.50.

### INTRODUCE NEW MODELS

Chicago, Dec. 15.—Flush type and rail type of Stewart-Warner heaters are new models introduced by the Stewart-Warner Speedometer Corporation. The corporation is making a drive for the business left open on account of other car manufacturers discontinuing the use of heaters as standard equipment.

## Winter Storage Business Better

Buffalo, N. Y., Dec. 15.—One result of the increased sale of automobiles during the past year has been a considerable increase in the winter storage business done by garages of the city.

The Statler Garage, M. C. Dornage, manager, reports that already about 300 monthly contracts for winter storage are in hand, with more of this business coming in every day.

Lafayette Annex Garage reports an increase in its winter storage business, the total contracts on hand now being close to 100.

Post Office Garage is filled to capacity with winter storage business at this time and is also doing a heavy daily storage business.

## ARMOULD OIL TO MOVE TO QUINCY, ILL.

Hamilton, Ill., Dec. 15.—The Armould Oil Company's annual Christmas party here this week, attended by the members of the office staff, attained a special significance because it will be the last event in this city, which has been the home of the company several years. The company transfers its main offices to Quincy early in the new year. Prizes totaling \$250 were distributed to members of the force who qualified in the various events during the year.

## Windshield Repair Shops Report Flourishing Trade

BUFFALO, N. Y., Dec. 15.—Windshield repair shops of the city find their business good at this time.

One shop, the Cold Spring Windshield Shop, reports 1,000 cars passing through its shop monthly, a much larger than normal number.

The reason for this activity is the approach of cold weather. Many owners and dealers who have put off having a new windshield to replace the one that was cracked or slightly broken are having rush jobs done now to make the car tight and cozy for the cold weather period.

This concern does a large replacement business for dealers, cars that have had windshields broken in transit from the factory or used jobs that are being reconditioned.

Trico Products Corporation, manufacturers of windshield cleaners and other automobile accessories, will add a second story to its present factory building at a cost of \$41,000.

The company reports that its business is expanding very rapidly and sales have been exceptionally good throughout the year.

Long Beach, Cal., Dec. 15.—J. O. Peek, who specializes in the manufacture of automobile trunks, has opened a new factory at 1554 Temple Ave.

## CAMDEN CARBON PLANS PLANT AT CARBONDALE

Camden, Ark., Dec. 15.—The Camden Carbon Company is making plans to start the work of construction on its carbon black plant at Carbondale, three miles south of here. Details for the erection of the plant are being worked out by Ben F. Reeves. Active work on the plant will not be started until after the first of the year, however.

## NORBERG VISITS CALIFORNIA

Los Angeles, Cal., Dec. 15.—R. C. Norberg of Cleveland, O., vice-president and general manager of the Willard Storage Battery Company, was a recent visitor here, coming from New York via the Panama Canal. Mr. Norberg was accompanied by Mrs. Norberg and their son. While in this city they were entertained by executives of the Western Auto Electric Company, distributor for Southern California.



# Chief of the Sixes

## To the Automobile Dealers of America

OUR next announcement will reveal the name and other vital facts concerning the new General Motors Six—an entirely new automobile of tremendously broad appeal.

Subsequently the car itself will be displayed at the principal automobile shows.

This newest member of a famous family will be the fruit of the resources, engineering skill and manufacturing experience gained by General Motors in more than seventeen years of leadership.

It will combine elements of appearance, performance, and engineering design which will win for it immediate public acceptance. Its price will be such as to have a nation-wide appeal.

It will be built by Oakland and distributed as companion to the present Oakland Six under a double franchise that promises to become one of the most profitable in the industry.

Every automobile dealer in America—regardless of size, location or present affiliation—is invited to write at once for complete details. Address Oakland Motor Car Company, Pontiac, Mich.



# Financial News of the Automotive Industry

## RICKENBACKER CO. INCREASES PROFIT

Net for Ten Months Reported as \$247,563, 26 Cents a Share

**NEW YORK, Dec. 15.**—The Rickenbacker Motor Company, including Trippensee Closed Body Corporation, has issued its pamphlet report for ten months ended October 31, 1925, showing net profit of \$247,563 after depreciation and charge of \$98,609 for new model development, but before Federal taxes.

Previous report, covering the year ended December 31, 1924, was not a consolidated statement, and showed net profit of \$230,107. The fiscal year has been changed from December 31 to October 31.

Net profit of \$247,563, reported by Rickenbacker Motor for ten months ended October 31, is equivalent to 26 cents a share earned on 938,424 outstanding shares of no par common stock.

Consolidated balance sheet of Rickenbacker Motor Company and Trippensee Closed Body Corporation, as of November 1, 1925, follows:—

Assets—Real estate, buildings, machinery, equipment, etc., less depreciation, \$4,315,187; cash, \$459,063; accounts and notes receivable, \$720,027; materials and supplies, \$2,056,818; experimental work, patterns, drawings, etc., \$900,000; development of new models, \$619,858; deferred charges, \$1,064,567; total, \$10,135,520.

Liabilities—Common stock (represented by 938,424 no par shares), \$8,906,850; preferred stock, \$10,000; accounts and notes payable, \$90,329; accrued wages, interest, etc., \$48,527; land contract payable, \$200,000; deposits by dealers, \$66,850; total, \$10,135,520.

## Oil Contracts Let; Total \$15,000,000

**New York, Dec. 15.**—Contracts covering the fuel oil needs of the Emergency Fleet Corporation for 1926 have been awarded the Mexican Petroleum Company, the Standard Oil Company of New Jersey, and the Gulf Refining Company, according to advices received in local trade circles. The contracts, which call for the delivery of 11,100,000 barrels, involve approximately \$15,000,000.

The bids of the Mexican Petroleum Company ranged from \$1.45 to \$1.75 a barrel, and call for delivery at Boston, Tampa, Houston, Galveston, and New Orleans, and cargo requirements at Tampico. Standard of New Jersey's bids ranged from \$1.60 to \$1.75, and call for delivery at New York and Baltimore. Gulf Refining's bid was \$1.35 a barrel for delivery at Port Arthur. The prices are based upon the point of delivery.

## Steel Buying in Chicago Is Brisk

**Chicago, Dec. 15.**—Inventories and holidays have been no check on steel buying in Chicago district. Orders booked by leading makers last week were about equal to those in previous week, which was the best of the year. Production is rising slowly, the leading western producer being at 87 per cent. this week. Fourteen thousand tons of tie plates have been booked by Chicago makers at \$47.

### REPORT LOSS

**London, Dec. 15 (U. T. P. S.).**—Swift of Coventry, Ltd., report a total debit of £29,079, carried forward, as the result of trading during the past two years.

## RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE									
Previous, 1925	High	Low	Div.	Advances	Declines	Steadies	Closes	Net Change	
20	13	3		Advance Rumely	100	18	18	18	+
62 1/2	47	3		Advance Rumely pf.	100	59	59	59	+
15 1/2	9 1/2	3		Ajax Rubber	500	10	10	10	+
96 1/2	71 1/2	6		Allis-Chalmers	11,900	97 1/2	95 1/2	95 1/2	+
108 1/2	103 1/2	7		Allis-Chalmers pf.	200	108 1/2	108 1/2	108 1/2	+
54 1/2	26 1/2	1		Am. Bosch Magneto	1,000	34	33	33	+
20	11 1/2	1		Am.-La France	500	15 1/2	15 1/2	15 1/2	+
44 1/2	27 1/2	1.50		Briggs Mfg. Co.	6,300	33 1/2	33 1/2	33 1/2	+
62	27 1/2	3		Chandler Motor	400	46 1/2	46 1/2	46 1/2	+
25 1/2	10 1/2	3		Chrysler Corp.	4,700	214 1/2	211	213 1/2	+
111 1/2	100 1/2	8		Chrysler Corp. pf.	400	109	108 1/2	108 1/2	+
15 1/2	8 1/2	.80		Continental Motors	3,100	12 1/2	12 1/2	12 1/2	+
48 1/2	21 1/2	3		Dodge Bros.	7,300	42 1/2	42 1/2	42 1/2	+
91 1/2	73 1/2	7		Dodge Bros. pf.	1,100	87 1/2	87 1/2	87 1/2	+
30 1/2	10 1/2	2		Eaton Axle & Spring	4,800	29 1/2	28 1/2	29 1/2	+
80	60 1/2	6		Electric Star, Battery	1,900	78 1/2	77 1/2	77 1/2	+
26 1/2	1 1/2			Emerson-Brant	100	3 1/2	3 1/2	3 1/2	+
125	60 1/2			Emerson-Brant pf.	300	25 1/2	25 1/2	25 1/2	+
28 1/2	10 1/2			Fisk Rubber	13,200	22 1/2	22 1/2	22 1/2	+
116 1/2	75 1/2	7		Fisk Rubber 1st pf.	1,300	112	111 1/2	112	+
39 1/2	28 1/2	3 1/2		Gabriel Snubber	3,200	38 1/2	37 1/2	38	+
16 1/2	4 1/2			Gardner Motor	1,600	7	6 1/2	6 1/2	+
149 1/2	64 1/2	12		General Motors	6,800	117 1/2	116 1/2	116 1/2	+
114 1/2	102 1/2	7		General Motors pf.	3,100	114 1/2	114 1/2	114 1/2	+
26 1/2	12 1/2			Glidden Co.	4,700	25 1/2	25 1/2	25 1/2	+
74 1/2	36 1/2	4		Goodrich	2,300	65 1/2	64 1/2	64 1/2	+
102 1/2	92 1/2	7		Goodrich pf.	100	100	100	100	+
114 1/2	86 1/2	7		Goodyear T. & R. pf.	1,000	105 1/2	105	105	+
108 1/2	103 1/2	3.50		Goodyear T. & R. pr pf.	200	109	108 1/2	109	+
49 1/2	30			Hays Wheel	200	45 1/2	45 1/2	45 1/2	+
129 1/2	33 1/2	3		Hudson Motor Car	13,900	106 1/2	104 1/2	105	+
61	35 1/2	1		Hupp Motor Car	3,500	27 1/2	27 1/2	27 1/2	+
21 1/2	12 1/2			Jordan Motor Car	800	47 1/2	47 1/2	47 1/2	+
124 1/2	87 1/2	6		Kelsey-Springfield	1,500	17 1/2	16 1/2	17	+
3 1/2	1 1/2			Kelsey Wheel	200	118 1/2	116	116	+
24 1/2	11 1/2			Keystone T. & R.	1,000	13 1/2	13 1/2	13 1/2	+
42 1/2	22 1/2	3		Lee Rubber & Tire	6,700	218	213 1/2	214	+
44 1/2	40	3.50		Motor Wheel Corp.	1,100	35 1/2	35	35	+
35 1/2	18	2.30		Mullins Body	300	43 1/2	43	43	+
21 1/2	13			Murray Body	2,000	31 1/2	30 1/2	30 1/2	+
42 1/2	24 1/2			Murray Body	100	18 1/2	18 1/2	18 1/2	+
48 1/2	15 1/2			Packard Motor Car	9,600	31 1/2	31 1/2	31 1/2	+
33 1/2	17 1/2	1.80		Packard Motor Car	6,700	40 1/2	40 1/2	40 1/2	+
47 1/2	10 1/2			Packard-Detroit Motor	1,000	27 1/2	26 1/2	26 1/2	+
18 1/2	8 1/2			Pierce-Arrow	2,800	35 1/2	35 1/2	35 1/2	+
26 1/2	15 1/2			Reynolds Spring	100	10 1/2	10 1/2	10 1/2	+
32 1/2	15 1/2			Spicer Mfg. Co.	700	26 1/2	26 1/2	26 1/2	+
89 1/2	61	6		Stewart-Warner Speed	15,300	92 1/2	91 1/2	91 1/2	+
68 1/2	41 1/2	6		Stromberg Carburetor	200	79 1/2	79	79	+
59 1/2	37 1/2	4		Studebaker Co.	3,600	57 1/2	56 1/2	56 1/2	+
97 1/2	83 1/2			Timken Roller Bear.	1,500	56 1/2	55 1/2	55 1/2	+
108 1/2	92 1/2	8		U. S. Rubber	31,300	87 1/2	84 1/2	85	+
104 1/2	57 1/2	4		U. S. Rubber 1st pf.	200	107 1/2	107 1/2	107 1/2	+
24 1/2	9 1/2			White Motors	2,800	85 1/2	84 1/2	84 1/2	+
123 1/2	72 1/2	7.5		Willis-Overland pf.	5,200	27 1/2	27 1/2	27 1/2	+
49 1/2	22 1/2			Yellow C. & T. B.	600	29 1/2	28 1/2	28 1/2	+
100	90	7		Yellow C. & T. pf.	200	94 1/2	94 1/2	94 1/2	+

### NEW YORK CURB MARKET

Sales	High	Low	Last	825 Packard	40%	40%	40%
550 Auburn Auto	49 1/2	48 1/2	49 1/2	1905 Reo Motor	24 1/2	24 1/2	24 1/2
1200 Bendix Corp.	34	33 1/2	34	2320 Timken Axle	9 1/2	9 1/2	9 1/2
300 Hupp Motor	27 1/2	27 1/2	27 1/2	CLEVELAND			
100 Reo Motor	24 1/2	24 1/2	24 1/2	Firestone	125	129	
20700 Stewart-Warner	93 1/2	91 1/2	91 1/2	Firestone 78 pf.	100	102	
200 Yel. T. & C. B.	29 1/2	28 1/2	28 1/2	Firestone 78 pf.	90	101	
205 Yel. T. & C. pf.	95	94 1/2	95	Goodyear	35	37	
60 Yellow Taxi	49 1/2	49 1/2	49 1/2	Peerless	20	22	

(The above table shows Monday's stock movement, complete.)

## Current Commodity Prices

**New York, Dec. 15.**—Prices have yielded from 2 to 6 cents a pound in the local crude rubber market, the reaction being attributed to the bearish speculation in London. Little actual tonnage is being sold here. The gasoline market is slightly easier, although there have been no indications of price concessions. The steel market is unchanged.

STEEL PRODUCTS		RUBBER MARKET	
Semi-Finished—Gross Tons		Plantations—	
Billets, rerolling	— a35.00	First latex crepe, spot	\$1.04
Billets, forging	\$40.00a41.00	December	1.03
Steel bars (hot rolled)	1.90a 2.00	January-March	1.00
Plates (hot rolled)	1.60a 1.70	April-June	.96
Blue annealed sheets	2.50a 2.60	Ribbed Smoked Sheets, spot	1.03
Black sheets	2.35a 2.40	December	1.03
Auto body	4.40a 4.50	January-March	.99
Bands	2.40a 2.50	April-June	.95
Cold rolled strip	3.75a 3.80	Para-Up-River, fine, spot	.91
Hot rolled strip	2.20a 2.30	Island, fine	.85
Pig Iron, Basic—		SCRAP RUBBER	
Valley	20.00a21.00	Inner tubes, No. 1	11 a 12
Eastern Pennsylvania	22.00a23.00	Inner tubes, No. 2	8 a 9
IRON AND STEEL SCRAP		Inner tubes, No. 2 red	7 a 8
(Buying prices, f. o. b., New York.)		Mixed auto tires	\$60.00a70.00
Heavy melting steel	\$13.00a13.00	Reclaimed rubber—Tire reclaimed	40.00a45.00
Machine shop turnings	9.50a10.00	shoe reclaimed	10c; tube reclaimed, 18 1/2c.
Cast iron borings	9.50a10.50	OIL AND GASOLINE	
No. 1 cast scrap	16.00a17.00	MOTOR GASOLINE	
MILL PRODUCTS		Garages (steel barrels)	— a17
Base prices, cents per pound, f. o. b., mill.		Up-State New York	— a16
High brass sheets	19 1/2	Single tank cars, delivered,	
Copper, in rolls	31 1/2	New York	12 1/2aNom.
Zinc, spot, New York	9.05 a9.10	CRUDE PRICES AT WELLS	
Lead, spot, New York	9.20 a9.25	EASTERN	
Aluminum, virgin, 98a99 1/2	28 a 29	Penn. grade oil	Penn. grade oil
SEAMLESS TUBING		in N.Y. Tran.	in Buckeye P.
High brass	24.00	Co. lines	Line Co. lines
Copper	24.75	Bradford District	Cabell
RODS		oil in Nat.	Corning
High brass (round 5/8 to 2 1/2 in.)	17 1/2 a —	Tran. Co. lines	Ragland
Copper, rods, round	22 1/2 a —	Penn. grade oil	Somerseset
OLD METALS		in Nat. Tran.	Somerseset, light
Following are dealers' buying and selling prices for large quantities, f. o. b., cars, New York:		Co. lines	CENTRAL—
Heavy machinery comp.	9 1/2a9 1/2	Gaines grade oil	Lima
New brass clippings	8 1/2a9 1/2	in Nat. Tran.	Indiana
Auto radiators	6 1/2a7	Co. lines	Princeton
Brass, heavy	7 1/2a8	Penn. grade oil	Illinois
Brass, light	6 1/2a7 1/2	in S. W. Pa.	Waterloo, Ill.
		Pipe lines	Plymouth
		Penn. grade oil	Canadian
		in Eureka P.	
		Line Co. lines	3.50

## Allis-Chalmers Co.

### Not to Pay Extra

**Chicago, Dec. 15.**—President Falk of the Allis-Chalmers Manufacturing Company said today that he knew of no reason for the unusual activity and strength of the Allis-Chalmers stock. He said nothing is contemplated in the way of extra or special dividends. Current business is running normally and orders on books have not changed materially since the end of November. The outlook for the coming year he regards as encouraging.

## Murray to Keep Transfer Office

**New York, Dec. 15.**—The New York Stock Exchange has received assurance from the Murray Body Corporation that transfer and registration facilities will be maintained for the company's common stock in New York city.

Last week the Stock Exchange authorities notified the company's officers that unless a local transfer office was maintained the securities of the company would be stricken from the trading list. This notification followed the receipt of information to the effect that the receivers of the company had been advised by counsel that they were not in a position to pay the expense of maintaining a transfer office in New York city.

## Auto Steel Scrap Is Moving Slowly

**Detroit, Dec. 15.**—Movement of automobile scrap iron and steel from this vicinity is light at this time. Dealers say mills are not anxious to load up with large amounts of idle metal at the near approach of inventory period. The steel mills are heavily booked with orders, but have fairly large piles of scrap iron and steel available. Embargoes, too, hinder movement of much stuff, especially in the Mahoning Valley district, say dealers.

Following are the dealers' prices, f. o. b. Detroit:—

Heavy melting steel	\$14.00a\$14.50
Turnings, machine shop	10.00a 10.50
Turnings, short mixed	10.00a 10.50
Auto cast (net tons)	22.00a 23.00
Cast, machine (net tons)	15.00a 15.50
Hydraulic compressed sheets	13.00a 13.50
Loose sheet clippings	8.00a 9.50

## CALIFORNIA CRUDE OIL YIELD HIGHER

Increase of 3,250 Bbls. Shown in Average. Daily Production

**LOS ANGELES, Dec. 15.**—California crude oil production in week ended December 12 averaged 640,750 barrels daily, increase of 3,250 daily over preceding week. Southern California crude production averaged 361,750 barrels daily, increase of 2,750 daily, with 26 more wells producing in Los Angeles basin fields than during previous week.

The majority of these were old wells returned to production. Long Beach continues to dominate the drilling situation, with twenty-four applications out of thirty-one for drilling permits for the week. New completions are few, averaging about 350 barrels daily, when settled down.

Daily average output (in barrels) the past two weeks follows:—

	Dec. 12	Dec. 5
Long Beach	112,000	110,500
Inglewood	68,750	68,500
Santa Fe Springs	52,000	50,500
Huntington Beach	46,000	46,500
Torrance	33,000	33,500
Dominguez	26,000	26,500
Rosecrans	245,000	23,000
Totals	361,750	359,000
Rest of state	279,000	278,500

Total, all Cal.....640,750 637,500

### Texas Fuel Oil Higher

**Houston, Dec. 15.**—North Texas fuel oil is quoted at \$1.60 to \$1.70 a barrel, higher than at any time during the past five years. Gulf Coast Bunker C fuel oil in cargo lots is firm at \$1.45 at Gulf ports and bunkers are \$1.50 to \$1.60, according to location.

Smackover fuel oil is freely offered at 97 1/2 cents to \$1 a barrel. Shreveport fuel is firm at \$1.05 f. o. b. Shreveport.

### NEW PERSIAN OIL COMPANY

**London, Dec. 15 (U. T. P. S.).**—The Khanagin Oil Company, a subsidiary of the Anglo-Persian Oil Company, has been formed with a capital of £1,000,



## Sales Emphasis on One Line Favored, but Many Dealers Carrying More

**GRAND RAPIDS, Mich., Dec. 15.**—The leading tire dealers of this city, selling nearly 90 per cent. of the tires that are used in the immediate territory, are exclusively one-line dealers.

They are unanimous in the belief that the successful tire merchant must concentrate on one make and then give an adequate service.

Included in the following list of exclusive one-line dealers are all the standard rate tire dealers in the city with the exception of the smaller concerns in the outlying sections:

**M. R. Rubber Company, General Cords; Litwin Tire Company, Firestone; Akron Tire Company, Vacuum Cup; Comstock & Graves, Miller; Perry Nichols, Dunlop; Adam Brown Company, Corduroy Cords; Spade Tire Company, Goodyear; Stander Vulcanizing Company, Goodyear; Hudson Tire Company, India Cords; Carl's Tire Shop, Corduroy Cords; Broomhall's Tire Shop, Seiberling; Auto Trim and Tire Company, Mohawk.**

Two of the cut-rate tire and accessory houses in the downtown district still handle more than one make of tire, but the manager of the larger of these two establishments has recently decided to concentrate on one make and is at the present time closing out all other tires he has in stock.

"Volume is the great cry in the tire business," says William C. Litwin, proprietor of the Litwin Tire Company, "and in order to develop volume and retain it the tire merchant must concentrate on one standard, recognized make of tire."

Every tire dealer interviewed reiterated Litwin's views on the subject. All stressed the importance of gaining car and truck owners' confidence and giving service.

The Adam Brown Company, which has been located but one block off the main thoroughfare of Grand Rapids for several years, moved out to the very rim of the business district in order to provide an adequate, modern service station. George Fritz, manager, stated that the present-day tire merchant must not only be a specialist on one make of tire, but he must also give service in quarters that are warm, clean and roomy. The car owner, he stated, will no longer put up with the danger and inconvenience of chaging tires in the street.

### Davenport Dealers Agree on One Line

**Davenport, Ia., Dec. 15.**—The views of established tire men of this city agree on the economic necessity of a one-tire line. Pioneers in the field have already felt benefits since their adoption of the plan.

Verne B. Rex is manager of the F. J. Barr Supply Company, which a few years ago handled four nationally known makes and later cut to two. A year ago one of these was dropped and now it is content rating on one line.

There are sixty sizes listed," he said. "We have to keep stocked on fifty of these at least to meet our trade. If we tried to handle just one other line our investment in stock would be prohibitive. Adoption of one line and concentration on that line have meant greater co-operation with the manufacturer, and, instead of just a tire-supply department, we have a tire stock that is associated and closely identified now with a nationally known tire and a standard house. Our salesmen have become tire salesmen on that tire—not just clerks pulling tires off the rack and dealing them out to customers."

G. J. Kruse of the Mueller, Blankenburg Company is an enthusiast of the one-tire line. "We're selling more tires, have es-

tablished a better 'repeat' business, and I believe sell more intensely in our particular line than ever before. It's just like a clothing house—you go into one store that handles a nationally known line of clothing; the salesman talks that suit to you, discusses its values; you go to another store if you want another brand of clothes."

The same attitude was expressed by other principal downtown tire dealers. Even those who haven't yet concentrated on one line predicted such action early, and view the prospect of a 1926 increase in prices as a situation which will force the decision.

### Major Line Gets Most Attention in Topeka

**Topeka, Kan., Dec. 15.**—Topeka tire dealers believe in having one major line of tires on which to exert their salesmanship, but they also have one or more side lines of casings which can often be sold where the main line cannot.

## GERMANY USING MORE RUBBER

Special from A. D. N. Washington Bureau  
**Washington, Dec. 15.**—German imports of crude rubber are booming, due to a stimulus in the production of tires. If receipts continue at the rate reached during the first nine months of this year the total annual importations will amount to about 40,000 metric tons, Trade Commissioner W. T. Dougherty, stationed at Berlin, has advised the Department of Commerce.

Rubber-tire production accounts for about 70 per cent. of the consumption of Germany's crude rubber imports, it is stated. With the recent removal of import restrictions, they were replaced by a tariff calculated to protect the automotive industry in Germany while it is going over to the American idea of standardization and mass production.

"Leading Germany factories are desperately trying to manufacture on the American plan," says Dougherty. "While this is being effected, a matter of three or four years of course, the proposed tariff on imports of foreign automobiles is staggered downward."

"A year's advantage is given the German automotive industry, with a comparatively stiff import duty protection, to develop before the first duty cut is put into effect on July 1, 1926. Meantime, a number of manufacturers, particularly of the smaller cars, announce that their mass production plans are bearing fruit."

It is estimated that if 75,000 to 100,000 units are produced in the period ending next July the German automobile industry "will have done itself well."

In the last year for which figures are available, 1924, the increase of passenger cars was about 32,000, trucks 9,000, and motorcycles 38,000.

The United States was the leading country of origin for Germany's imports of rubber, gutta percha and balata waste in the first nine months of this year, supplying Germany with 3,894 metric tons, or 48 per cent. of its total imports, while Great Britain sold 1,957 tons or 24 per cent. of the total.

### PACIFIC CREDIT STORE

**Los Angeles, Dec. 15.**—The Pacific Credit Tire Company has opened its first store here at 523 West Pico St. Besides handling a complete line of tires and tubes, the concern will also sell batteries and radios.

### L. A. INDIA DEALERS FROLIC AT CATALINA

**Los Angeles, Cal., Dec. 15.**—The members of the firm of Nelson & Price, Inc., India tire distributors, were recently entertained at Catalina Island by Frank T. Price. There were fifty-six in the holiday party, who indulged in fishing, dancing and other recreations.

At the get-together meeting Price announced the appointment of F. G. Fuller to the post of sales manager. Fuller has been with the firm for eight years, having joined Nelson & Price, Inc., when he was 25 years old.

"We expect our India tire business next year to exceed \$1,000,000, and the position of sales manager will be a big one," stated Price.

### DUNLOP TO ADVERTISE

**Buffalo, Dec. 15.**—Advertising plans of the Dunlop Tire and Rubber Company for 1926 call for an advertising expenditure double the 1925 appropriation. The story of the American Dunlop corporation under the administration of E. B. Germain has been one of steady progress from year to year, and next year's efforts of the company, both in advertising and sales, will consequently be greater than any before.

**Long Beach, Cal., Dec. 15.**—C. B. Bellows, Dodge Brothers dealer, has been confined to his home several days by illness.

## Tire Notes

### PLANT TO BE SOLD

**Wadsworth, O., Dec. 15.**—The plant, formerly known as the Excel Rubber Company, but which is now called the Studebaker-Wulff Rubber Company, will be sold at a public sale on December 22. It was intended to sell this plant, which is now in the hands of receivers, on December 8, but it was postponed to the above date by order of the court.

### NEW INDIA BRANCH

**San Antonio, Tex., Dec. 15.**—Following a visit of the executive board of the India Tire and Rubber Company to San Antonio, announcement is made that the company is so well pleased with the development of southwest Texas and the prospects for future business that a branch will be located here immediately, in charge of Joe Murphy, the local distributor of the company.

### MORE SPACE NEEDED

**Evansville, Ind., Dec. 15.**—Plans are being made by the local branch of the United States Tire Company, distributor, to secure larger quarters, it has been announced. Though additional space was added about two years ago with the building of a brick addition, the local store is now said to be in the market for a bigger property and location.

## Goodrich Pushes Water Cured Tube

**Akron, O., Dec. 15.**—The B. F. Goodrich Rubber Company is now pushing its new process for curing tubes which is known as the 'Water Cured Tube.' This is a distinct departure from previous methods as tubes at Goodrich have always been steam cured.

"The new process substitutes water at the temperature of steam—water under 150 pounds pressure—which Goodrich says reduces the chance of imperfections in tube-making to practically nil. It is said that tubes made by this process are as nearly perfect as it is possible to make them."

The new tube is of firm, velvety texture, with neatly joined seams. It has more body and the rubber is tough and flexible.

During the process of curing the water at steam temperature delivers the impact of 150 pounds pressure evenly over the entire surface of the tube. Acting with the mandrel on the inside of the tube this pressure irons out every bit of aeration, every air pocket, no matter how small, and a perfect tube is the result, say Goodrich officials.

**Milwaukee, Wis., Dec. 15.**—Dave Curley has just been made sales manager of the used car department of the John G. Wollaeger Company.

—and Mr. Turner READS the A. D. N.!



TURNER INSTANT FOOT ACCELERATOR  
3 IN. 1 CARBURETOR CONTROL  
QUICK TIRE-OIL GAUGE  
DOOR AND THROTTLE LEVER EXTENSION  
OTHER QUALITY PRODUCTS FOR FORDS

KOKOMO, INDIANA, U.S.A.

Oct. 30, 1925.

Automotive Daily News,  
1926 Broadway,  
NEW YORK CITY.

Attention - Mr. Alexander Johnston.

Gentlemen:

The executives of our concern join wholeheartedly in approving the "Automotive Daily News" as a much-needed medium for bringing fresh to the automotive trade those most current events of interest and in some cases of great value.

We wish your organization an abundance of success, and assure you our fullest co-operation in making this possible.

Very truly yours,

TURNER MANUFACTURING COMPANY.

*(Signature)*

EWT:RA



Use this coupon to keep A. D. N. coming daily to your desk

Automotive Daily News, 1926 Broadway, New York, N. Y. 7  
Enter my subscription at once for the Automotive Daily News for the period and no the terms I have indicated below—  
[ ] 3 Months at \$3.00 [ ] 6 Months at \$6.00 [ ] 1 Year at \$12.00  
I enclose \$..... or I will send \$..... upon receipt of bill.  
Name .....  
Street .....  
City..... State.....



## WINTER SLUMP IN TRUCK SALES IS NOTICED BY SOME

NEW HAVEN, Conn., Dec. 15.—Truck sales in this city during the past week improved somewhat over the previous week and a survey among the local dealers shows that truck sales for 1925 will surpass the total for 1924.

"Our sales for 1925 will show fully 50 or 60 per cent. more than the total for the year 1924," said J. A. Boyce of the White Company of this city.

Other large truck dealers report that the outlook for spring business is very promising.

## Tax Problem Slows Minneapolis Sales

Minneapolis, Dec. 15.—Truck sales are sluggish as prospective buyers continue to await results of litigation testing validity of state taxation of 10 per cent. on value of trucks which is pending.

Dealers generally report some demand for used trucks with few new jobs being delivered. This is a dull season also because prospective buyers plan to wait until after January 1 to buy, in order to avoid license taxes for 1925.

## Dodges and Grahams Move at Springfield

Springfield, Mass., Dec. 15.—Especially good trade in both Dodge cars and Graham Brothers' trucks is the report from the Williams' Motor Sales Company here.

Thomas F. Hogan, formerly for several years secretary to E. A. Sontag, who handled the Graham truck in Boston, has been added to the sales force for the Graham truck with the Williams' Motor Company. Recently the Street Department of the city bought a 1½-ton Graham truck, with dump and hoist body. The Fire Department also has just bought a Graham truck of the same size.

## Seasonal Slump Makes Itself Felt in Buffalo

Buffalo, N. Y., Dec. 15.—Although truck sales have been unusually strong for this time of the year, the first ten days of December developed various reports in this territory.

Generally, however, the viewpoint of the dealers is optimistic and there are sufficient inquiries on hand to indicate that there is no chance for an immediate slump.

Those dealers who have experienced a little let-down since the first of the month feel that it is only a seasonal condition and expect December to be a fair month, considerably ahead of last December.

## WHITE COMPANY OPENS 66TH FACTORY BRANCH

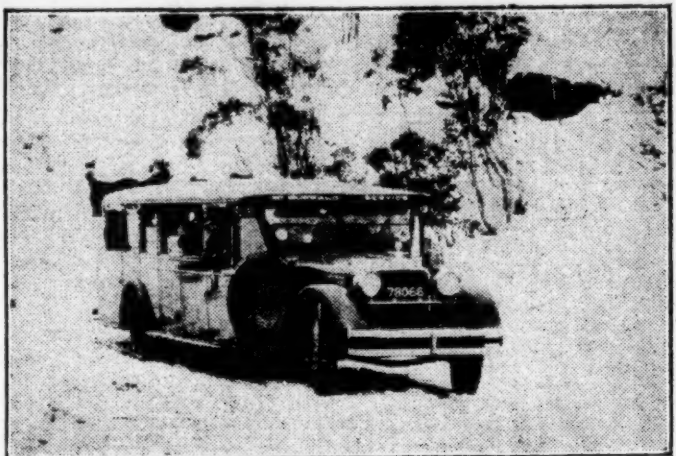
Cleveland, Dec. 15.—Opening of its sixty-sixth direct factory branch was announced at the offices here of the White Company.

The new branch will be located at Toledo, in a building formerly occupied by the White Motor Sales Company, the local dealer.

The new branch manager will be W. M. Kelley, formerly a White truck salesman connected with the Pittsburgh branch, who has been with the company for eight years.

The new branch is expected to improve White sales and service in northwestern Ohio, an important motor truck and motor bus distributing center. The branch will be operated as a unit of the Cleveland district, of which A. L. Hayes, Cleveland, is manager.

ONLY MOTOR BUS IN AUSTRALIA which is forced to contend with snow. The vehicle is in the service of the Victorian Railways Commission to provide transportation between trains at Porepunkah and the Chalet resort pitched on the summit of Mt. Buffalo in northeastern Victoria.



## Bus Activities

### ORLANDO CITY BUSES

Orlando, Fla., Dec. 15 (U. T. P. S.).—The Orlando Rapid Transit Company has installed the Orange Belt Auto Line bus service which covers every part of the city. Seven buses are in operation at present. They are the street car type and have seating capacity for twenty-one passengers. The buses are powered by six cylinder motors and are manufactured by the Reo people.

### SUPPLEMENTARY BUSES

Meadville, Pa., Dec. 15.—The Northwestern Electric Service Company is preparing to start a bus service between Meadville and Linesville to supplement the present traction service. It is understood that the company will change to one-man cars about the time the bus service is begun, which will be soon after the first of the year.

### LONG IOWA LINE

Des Moines, Ia., Dec. 15 (U. T. P. S.).—The State Railroad Commission has announced approval of the transfer of the certificate of convenience of the Iowa Motor Transit Company for its Des Moines-Storm Lake line, to Donald Laster and G. L. Morlan of Des Moines. The line will be one of the longest direct bus lines in Iowa.

## Bus Official Sees Bright Future

Greensboro, N. C., Dec. 15.—Within the next ten years every short line railroad in the United States will be abandoned and all progressive and larger cities will have no street railways, declared S. A. Markel of Richmond, Va., an official of the National Organization of Bus Operators, in an address here before the North Carolina Bus Owners' Association.

"The big rail companies are realizing this and are going into the bus business," he declared. "Thirty-five railroads have already gone into the business. You need have no fear, you operators, who are starting with an idea to serve the public. Because the railway companies who go into the bus business are going to have to amortize bonds and debts that were floated to lay down rails, which will be useless to them. This money, according to the public's viewpoint, must come from the persons who ride on their buses, and they are willing to ride with the man who has no unfortunate history."

A committee was appointed by H. G. Bales, president, to publish a state-wide bus schedule. It is composed of Joel W. Wright, Gastonia; L. F. Barnard, Greensboro; Al Graemer of Raleigh, and John W. Hester, secretary and ex-officio member.

## BUS LINES INVADE NEB. HIGHWAYS

### U. P. and Burlington R. R. Officials Worried; Take Trains Off

Lincoln, Neb., Dec. 15.—Bus line operators of Nebraska are not waiting for the state to complete its surfaced highway program and are developing long distance lines over the state at a rate that is alarming to railroad officials.

Officials of the Union Pacific and Burlington railroads have opened outward warfare on the bus lines, freely admitting the buses are making many of their branch lines very unprofitable.

Four new bus lines were opened in the northeast section of the state this week and more are promised. It has been customary heretofore for bus line operators to wait for summer weather before inaugurating new lines, but they have abandoned this custom and are proceeding to launch new lines over dirt highways, with guarantees to make the round trip regardless of weather conditions.

Carl Holt, Valentine, Neb., operator of several interstate lines over the sandy roads of sparsely settled northern Nebraska, declared that modern buses are powerful enough and so comfortably appointed that patrons prefer them to the trains.

To compete with the buses the railroads have announced they will soon run motor cars over branch lines, doing away with the more expensively operated trains. It is estimated operation of motor trains will cost about \$500 a month, whereas the trains cost an average of \$1,200 a month.

Many of the buses are being operated over runs averaging 150 or 300 mile round trips. The most successful of these is the Lincoln-Norfolk line, which makes two trips each way daily. The route covers 180 miles, most of which is over ungraded highways. It has been operated six weeks without missing a trip.

It is predicted that more than 200 bus lines will be in operation in Nebraska in less than another year.

## Norfolk Adds Three Lines to Its Territory

Norfolk, Neb., Dec. 15.—Three new bus lines have been added to the network of bus lines now operating over northeast Nebraska, with Norfolk as their central point. A new line between Norfolk and Wayne, Neb., making connections with buses from here to York, Columbus, Fremont, Omaha and Lincoln, all in Nebraska, was started last week.

Two other new lines are being operated between Wayne and Sioux City, Ia., and O'Neill, Neb., and Sioux City.

## Warfield Reviews Facts On Production of Autos

CHICAGO, Dec. 15.—Interesting facts and figures on automotive production of recent years and the outlook for 1926 were given in the address delivered at the annual meeting of the Automobile Manufacturers' Association here Friday by E. E. Warfield, vice-president of the Gill Manufacturing Company of Chicago. A report of the meeting will be found on page 6.

Mr. Warfield's address follows in part:—

"Our industry is in its thirty-first year. In 1895 there were but five cars manufactured and registered in the United States. The experimental period continued from that time until 1904, at which time, for example, the Cadillac was selling for \$900 and the Ford for \$1,000. The progress of the industry was somewhat retarded during the depression year of 1907 and early 1908, but by 1910 the automobile ceased to be the rich man's plaything and became commercially practical.

During 1910 to 1914 rapid developments were made and in the year 1914 there was a total registration of 1,711,339 cars. The next four years the market more than quadrupled itself and in 1918 the total registration was 7,500,000 cars. In the next five-year period the registration doubled again, and in 1923 the total registration was 15,092,177. At the end of 1924 we had 17,700,179 cars.

The abnormal growth from 1914 to 1918 came at the same period of the abnormal profit conditions of the war so that we were all successful in spite of ourselves. Our method of operation was almost entirely devoid of good business fundamentals. The depression of 1921 in which conditions reversed themselves and the losses were taking place, forced serious study of real fundamentals and sound economic operations. It was the beginning of the so-called period of the survival of the fittest and in 1923 we find the following conditions existed:—

There had been 565 manufacturers of automobiles. In 1923 we find eighty-eight remaining companies and thirteen of these companies sold 95 per cent. of the new cars in that year, which until the present date was the largest new car year in the history of the industry. Seventy-seven per cent. of the new cars sold in 1923 were sold for \$1,000 or less, 13 per cent. in the class from \$1,000 to \$1,500, 5 per cent. in the class from \$1,500 to \$2,000, 3½ per cent. in the \$2,000 to \$3,000 class, and 1½ per cent. sold for over \$3,000. In 1923, 34 per cent. of the cars sold were of the closed type and in 1924 this had increased to 40 per cent.

Other marked steps in the control of the respective branches of the industry can be visualized by the fact that the two leading spark plug manufacturers made over 90 per cent. of all of the spark plugs sold that year; the two largest brake lining companies sold 55 per cent. of the entire market; four out of nineteen ignition companies secured two-thirds of the total business, and so on down the line.

The result of new car sales the first six months of the present year shows that sales were predominated by thirty-two companies with a total of forty-six lines, and that nine of those thirty-two companies were making twenty-three lines, or 50 per cent. of the total. The twenty fastest selling models were 94.75 per cent. of the new car sales. Some of the remarkable increases during this period among the leaders and of some smaller companies were as follows:—

Pierce-Arrow, 221 per cent.; Marmon, 103 per cent.; Auburn, 61 per cent.; Franklin, 63 per cent.; Hudson, 96 per cent.; Essex, 74 per cent.; Chevrolet, 26 per cent.; Chrysler, 130 per cent.; Cleveland, 104 per cent.; Nash, 65 per cent.; Reo, 41 per cent.; Packard, 37 per cent. While the volume of Ford cars manufactured increased, yet the percentage of the total shows a decline of 6.4 per cent., and in the case of Star a decline of 1½

per cent. Ford's production for the first six months of this year was 42.14 per cent. of the total production. Of the new car sales for the first six months the percentages were: Cars selling for \$1,000 or less, 65.2 per cent.; \$1,000 to \$1,500, 24½ per cent.; \$1,500 to \$2,000, 5.7 per cent.; \$2,000 to \$3,000, 1.1 per cent., and over \$3,000 2.3 per cent.

At the end of November we find that new car records have been made, the eleven months showing a total production of 3,997,954 cars. It exceeded the previous corresponding eleven months of our largest year, 1923, by 5.6 per cent. and the corresponding period of 1924 by 16½ per cent. Nineteen twenty-five is assured of being the largest year in production in the history of our industry. The General Motors are breaking all records. Chevrolet production in October was 55,504 cars; Buick, 23,000 cars, which sets the new high mark; Oakland, 8,088. Cadillac is having its biggest year in history. This is also true of Packard, Pierce-Arrow and others.

With the production records to the first of December we have a very fair basis to very closely estimate the total production of the leaders. We estimate Ford's production at 1,700,000 cars; Chevrolet, 490,000; Hudson and Essex, 275,000; Dodge, 275,000; Chrysler, 145,000; Buick, 200,000. Ninety per cent. of these are closed models. For nine months Studebaker's total was 111,525, an increase of 35 per cent. over their previous year. For nine months the Nash company's total was 77,000, an increase of 35 per cent. over their previous year.

Cars selling for less than \$750 are gaining in sales, but the percentage of total sales is less, and this business is going to the class of cars in the next highest price class.

The new low price of practically all cars is no doubt responsible for what will be the largest year in our history, and there has at times been some question as to an advance of these prices.

Let me point out in round figures the increase in profits for the first nine months of this year over the corresponding nine months of last year of some of the leaders under these new low price conditions.

The General Motors' profits increased from 37 million to 74 million; Dodge Bros., from 9 million to 19 million; Hudson, from 6 million to 16 million; Studebaker, from 9 million to 15 million; Chrysler, from 2 million to 14 million; Willys-Overland, from 2 million to 13 million; Nash, from 4 million to 11 million; Packard, from 3 million to 10 million; Paige, from 2 million to 3 million; Hupp, from 1 million to 2 million; Franklin, from a loss of \$800,000 to a profit of \$1,600,000; Moon, from \$500,000 to \$1,000,000, and Pierce-Arrow, from \$350,000 to \$970,000.

This would indicate no immediate need of advanced prices. Car manufacturers are purchasing raw materials on the basis of five million car production for 1926.

In 1923 there was carried over for sale into 1924 about 30 per cent. of the production, and the estimated carry-over of 1925 production into 1926 is double this amount. Dealers as a unit have had a decidedly more profitable year than in 1924. Retail sales are still excellent, but by no means are cars recently purchased actually passing into the hands of purchasers.



# Modern Motor Car Merchandising

## A Course in Automotive Selling by Automotive Salesmen

### Picking Your Prospects—CHAPTER ONE

"NATURALLY enough, there are several ways in which the average automobile salesman can pick his prospects," declares William B. Noke of the Newark-Durant Company, Newark, N. J. Some succeed, others fail, and unfortunately there are far too many of the latter for the good of the industry.

"The car I sell is in the medium price field, therefore the methods here laid down, while being applicable to the medium or low priced field, may, on the other hand, be entirely out of place in the high priced category.

"One method or plan by which I have met with considerable success during the fifteen years I have been connected with the automobile industry as a salesman is that of making a special point EVERY OTHER DAY of calling on at least a half dozen persons to WHOM I HAVE ALREADY SOLD CARS.

"The idea back of this plan being that, if by any chance they may not be fully satisfied with their purchase, I am in a better position, through personal contact, to 'make things right'; I can listen to their complaints and suggest remedies for them, oftentimes taking off my own coat, rolling up my sleeves and 'going to it' myself.

"Within a very few minutes I have regained that customer's confidence, placed him in a more amicable frame of mind.

"As a result, he invariably gives me the names of two or three friends of his who have at some time or other made inquiries regarding the car. Thus I add a few more prospects to my list through close personal contact.

"Another way in which I secure prospects, and possibly the easiest of all, is by watching the local newspapers and making notes of the forthcoming social affairs.

"For example, a Boy Scout troop have their headquarters in my own immediate neighborhood. Learning through the newspapers that they were to hold a meeting on a certain evening, I filled my brief case with catalogs and other literature and attended the meeting.

"Approaching the Scout Master, I asked for and was granted the privilege of addressing the scouts on salesmanship. Needless to state the boys were 'all ears,' and evinced considerable interest in what I was saying. Knowing that they would tell their parents as soon as they arrived home, I took special pains to see that each and every boy was supplied with literature, together with my card, on which I had the foresight to WRITE MY HOME ADDRESS, together with my phone number.

"This one meeting alone was the direct means of my selling nine cars within a period of thirty days RIGHT IN MY OWN NEIGHBORHOOD, one of which I sold to the man who lived right next door to me, but who, until he received my card from his Boy Scout son, never even knew who I was.

"Therefore, to sum up, picking your prospect is largely a matter of the salesman using originality, resourcefulness and initiative."

#### Classified Ads Unearths Prospects

C. R. Brunner of the Workman Motor Sales, Rickenbacker, Durant and Star Dealer in Akron, O., tried out the classified columns of a local newspaper with what he considers very good results.

He inserted an advertisement offering a commission of from \$5 to \$100 for the name of a prospect which could be sold one of their cars. One woman sent

in eight names, and of this number two cars were sold.

Brunner does not advocate this method of picking new prospects for the ordinary run of business, his company depending most on canvassing for new prospects, but as a help it has been found to be unusually effective.

Another feature of his prospect system is the circularization of all garages in the city with the offer of a commission for names of their customers who become buyers.

This method, of course, picks up a lot of mechanical people, and they are so classified on the list of the Workman Motor Sales.

The business woman buyer is found by a careful check of the income tax statements, and in connection with this Brunner says his company makes a list of the heads of the various departments in the factories and department stores, which give them the names of a considerable number of business women who can be interested in their cars.

The sales work of this company is laid out in map form. Varied colored pins stuck into the city map show where their men are canvassing and where owners of their cars are located.

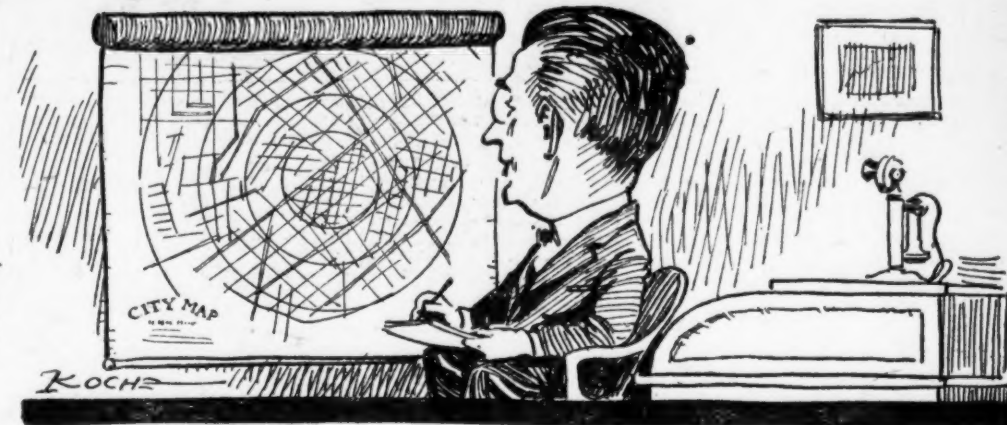
When it is noted that a certain section of the city has more cars sold than another, this is a sign for concentration in the area where the cars have not been selling so rapidly.

For this purpose the city directory, club lists, etc., are utilized for a personal approach



wherever possible, but a careful approach has been worked out by this company that is giving them fine results under all conditions.

Mr. Brunner says that it has been his experience that office calls are not at all profitable, as the man is usually busy and it is very easy to antagonize him under these conditions. On the other hand, he has found that a telephone call will not antagonize business men and that it is practically sure of reaching the map that is wanted, it being easy to find out executives' names by asking for them by their title and then getting their full name



from the operator or person answering.

It is easier to make an appointment by phone for the evening than it is to call at the office in person, and this method of handling the business men has found much favor with the Workman organization.

#### Doesn't Rely on Prospect's Appearance

Finding the prospect is perhaps the most important and most difficult phase of the task of selling automobiles, according to A. Gage Epting, veteran salesman, who is a member of the retail sales organization of Burwell-Harris Company, distributors of Nash cars in Charlotte, N. C.

The old favorite method of canvassing for prospects is the one Mr. Epting prefers, and his second choice is keeping in touch with persons to whom he has sold cars, with the view of learning the names of their friends who have expressed an interest in the new car.

"It all depends upon how much time is given to each of these ways of finding prospects, but I imagine that, everything else be-

ing, because her husband or father who doesn't buy a car after his wife or daughter is 'sold on' it would be almost a new kind of man.

"In the automobile selling business, a man's friends are of great value, but the fellow will fail who waits for prospects to come or be brought to him. If you have nowhere else to go, walk out on the street and start talking with the first man who will let you. He may know something that can be converted into a sale."

"I take advantage of every opportunity to learn of every resident's financial affairs, as well as some of his social affairs. The newlywed often is a prospect; the chap whose engagement is announced in the social pages of the newspaper may want a new car in which to take a honeymoon by motor, birthday parties often mean an opportunity exists to sell a car as a birthday present.

"The business man who is given a promotion is a good man for an automobile salesman to meet.

"It takes time, but is worth it, to make a record of license plate numbers on cars pretty well worn out, thus learn the name of the owner, investigate him and he may be found to be in the market for a new car.

"Any time I see any one stop and look carefully at a Nash car,

#### Two Sales Weekly From Map Plan

Jim Hariff, salesman ace of the Jamieson Sales Company, Chevrolet distributor, Canton, O., on his own initiative has worked out a system whereby he tides over slow times and his sales every month show little fluctuation, regardless of conditions.

Hariff for the past months at times when sales are slow, has consulted a city map, selects a certain area in the outlying residential district, lists the names of the occupants of the houses, together with the addresses, and makes a house to house canvass in quest of prospects.

He approaches the man or woman of the house, inquires if they have an automobile, and if they possess none asks if they intend buying one. He learns from the man or woman of the house if they plan to buy a machine any time during the coming year, when they will be ready to consider buying a car, if they will consider a Chevrolet, and when they will be ready to talk business.

He jots down all this data and makes a note of about what date he will call.

He compiles a card index system, arranged to names alphabetically, and according to the future date. When the time nears he goes back and finds out just what has materialized in the meantime.

If they are not ready to talk business then, he does back a second time about thirty days later and if interested arranges for a demonstration and eventually a sale results.

"I figure two sales a week from this house to house canvass," Hariff said.

This chapter of the A. D. N. course on Modern Motor Car Merchandising will be continued Friday on this page.

ing equal, more prospects are obtained by working through satisfied owners," said Mr. Epting.

"Sell a man an automobile, make friends with him and then get him to tell you the names of his friends who ought to own a car of the same make or who might be interested switching over from another make, then canvass those men as straight prospects—that's my idea.

One friend put me next to about thirty prospects. I concentrated my efforts on ten of them and sold two.

"The automobile salesman must give prospective prospects a lot

I figure that person has a desire to own one. I learn that person's name, if possible, and list him as a prospect.

"The time has come when you can't tell by a man's clothes whether he is a poor or a rich man so I never think a fellow who appears interested cannot buy a car, regardless of how he is dressed. I have sold cars to men, who, when I first saw them, looked like they didn't have a dime.

"The same is true in a general way with women. And you can't figure that the giddy flapper isn't a prospect, if she appears interested in the car you are sell-



## PERSONALS

**SCHULTZ, USED CAR HEAD**  
St. Louis, Dec. 15. — A. W. Schultz has just joined the Kuls-Buick Company here as manager of its used car department. He has been a new and used car salesman for ten years.

**TRUEBLOOD RESIGNS**  
Oakland, Cal., Dec. 15. — Harry Trueblood has just resigned as a member of the sales executive force of the Durant Motor Company of California.

**CARLIGREN TO SELL BUICKS**  
St. Paul, Minn., Dec. 15. — The Pence Automobile Company has just added R. E. Carligen, formerly with the Northern States Power Company, to its Buick sales staff.

**BENNETT MADE MANAGER**  
Cleveland, Dec. 15. — William A. Bennett, a veteran in the marketing of used cars in Cleveland, has just been named manager of the used car department of the Walter F. Wright Company, Cleveland district distributors for Chryslers, according to announcement by Walter F. Wright, president.

**HIETT GOES TO FLINT.**  
Dallas, Texas, Dec. 15 (U. T. P. S.). — Appointment of Sterling P. Hiatt as sales manager for the Dallas branch of the Flint Motor Company is announced by Roscoe Shumate, branch manager. Mr. Shumate was promoted from sales manager to branch manager recently when I. M. Kauffelt was made regional manager with headquarters at Kansas City. Mr. Hiatt has been in the automobile business in Dallas for several years.

**RICH GOES TO MARMON**  
Chicago, Dec. 15. — L. H. Rich, formerly sales manager for an automobile distributor here, has just become associated with the William McAllister Company, Marmion dealer, at 2349 South Michigan Ave.

**BARRY IN NEW POST**  
Minneapolis, Dec. 15. — The Northwest Nash Motors Company has just appointed Matt E. Barry manager of its retail division in Minneapolis. Mr. Barry has been manager of an automobile company in St. Paul for three years.

**HANSEN RESIGNS**  
Evansville, Ind., Dec. 15. — Harry Hansen, sales manager of the Hall-Hagans Chevrolet Company, Chevrolet dealer, has just resigned.

## Classified Advertising

## CLASSIFIED RATES

5c a word (per daily insertion)  
If 6 consecutive insertions are used, the 6th insertion is free.  
If 12 consecutive insertions are used, the 11th and 12th insertions are free. Minimum classified advertisement accepted, 12 words; if display type is used, 18 words. Maximum, as much as you like. Correct amount must accompany order or advertisement will not be inserted. Send cash, check or money order to Automotive Daily News, 1926 Broadway, New York, N. Y.

## BUSINESS OPPORTUNITIES

I AM in a position to finance a small manufacturing business. If you have something you think is worth while, that has good possibilities in the automotive field, write and make an appointment.  
You have read this ad, so will other people read yours, if placed in our classified columns.

THE ADVERTISEMENT below contains 50 words, and at 5c a word will cost you \$2.50.

6 consecutive insertions, the sixth insertion free, will cost \$12.50.

12 insertions, the 11th and 12th insertions being free, will cost \$25.

EXPERIENCED automotive electrician wants form active silent partnership with live car dealer, tire dealer or garage man; will go anywhere; have all capital needed; what I want is to meet the right man; if you are turning electrical business away, here's a chance to "cash in" on it. Address Box No. X, Y. Z., Automotive Daily News.

## AL VINTON PROMOTED TO DISTRICT MANAGER

Cleveland, Dec. 15. — Thompson Products, Inc., valve and bolt manufacturers, announce the promotion of Al Vinton to district manager of the Pacific Coast territory, with headquarters in San Francisco. Vinton was formerly a Thompson sales representative in the Kansas City territory.

## WADDELL PUBLICITY MAN FOR CAMPBELL-EWALD

Oakland, Cal., Dec. 15. — Al G. Waddell, well known publicity man, has joined the forces of the Campbell-Ewald branch office in San Francisco. Waddell will write publicity for the General Motors accounts handled by Campbell-Ewald on the Pacific Coast.

## Dealer Activities

## TWO CARLOADS FOR BUTTE WILLYS-OVERLAND FIRM

Butte, Mont., Dec. 15. — Two carloads of Willys-Knight and Overland automobiles have just been unloaded by the Berkin Motor Company and are on display at its showrooms, 39 East Galen St.

## BANKRUPTCY PETITIONS BY TWO DEALERS

Chicago, Dec. 14. — Terry L. Hartwell, automobile dealer at 2411 South Michigan Ave., has just filed a petition in bankruptcy. Liabilities are given at \$6,945.55, with no assets.

## LOCOMOBILE FRANCHISE FOR ALBANY DEALER

Albany, N. Y., Dec. 15. — Charles E. Sipperley of 396 Central Ave., local automobile dealer, has just taken over sales of the new Locomobile Junior Eight. He will head a firm to be known as the Locomobile Company of Albany, and which will have distribution in eight adjacent counties.

## LARGER TERRITORY GIVEN OAKLAND DEALERS

Bangor, Me., Dec. 15 (U. T. P. S.). — Weed & Kelleher of Veazie, Me., have just been appointed Bangor dealers for the Oakland car. The firm has maintained Oakland service and sales in Veazie for some time and now will serve the entire Bangor district.

## AUBURN FIRM CHANGES HANDS IN CLEVELAND

Cleveland, Dec. 15. — John Koepke, well known local automobile man, has just purchased the Auburn East Cleveland Company, East Cleveland, a suburb, it is announced by P. R. Ward, president of the Auburn Motor Sales Company, distributor.

## MAIN STORE KEEPING FOR DEALER BUSY

Los Angeles, Dec. 15 (I. N. S.). — W. D. Dunham, Ford dealer, has closed his 7th Street store and is

devoting his entire time now to business at his new location at Los Angeles and Washington Streets.

## CAROLINA FIRM ADDS TO ITS SALES STAFF

Winston-Salem, N. C., Dec. 15. — The W. S. Motors, Inc., announces the addition of M. D. Herndon as sales manager of the retail department and S. E. Johnson as salesman. The company handles Hudson and Essex cars.

## NEW OVERLAND-KNIGHT DEALER NEAR JAMESTOWN

Jamestown, N. Y., Dec. 15. — The firm of Jorgenson-Beckstrand has just opened an automobile sales and service garage in Falconer, a suburb of this city, and will handle the Overland and Willys-Knight trucks and passenger cars, in addition to general automobile repairing.

## BUYS HALF INTEREST IN FORD DEALERSHIP

Le Roy, N. Y., Dec. 15. — Bissell L. Wade has just purchased a half interest in the firm of Hudson-Tallman, Inc., Ford dealer. This is said to include the interest of Harry B. Tallman.

## Improvements

## BUICK BRANCH MOVES

Philadelphia, Dec. 15 (U. T. P. S.). — The Philadelphia branch of the Buick Motor Company has just moved to a three-story building at Indiana Avenue and 16th street, in the vicinity of which an authorized service station soon will be operated for the convenience of Buick owners.

## NASH FIRM MOVES

Little Rock, Ark., Dec. 15. — The Arkansas Nash Motors now is located in a three-story building at 309 Center St. Edgar M. Rowe is president of the firm and A. L. Woolfolk is general manager.

## REO TO HAVE NEW HOME

San Antonio, Tex., Dec. 15. — The Reo Motor Car Company of Texas will begin work at once on a new two-story, brick and concrete building for sales and service in this city, at Eighth and Broadway. W. P. Bates is manager of the Reo branch here.

## TRUCK SALES BUILDING

Wichita Falls, Tex., Dec. 12. — A one-story brick building to be occupied by the C. H. Foley Garage, White truck and Miller tire representative, will arise here at a cost of \$20,000. It will be so built that additional stories may be added when needed.

## Incorporations

## MASSACHUSETTS

Wichita Falls, Tex., Dec. 15. — A The secretary of state has just granted incorporation to the following firms:—

Northlite Oil Company, Quincy. \$100,000; gasoline, oils, petroleum products; Gustav A. Bergfors and Arthur C. Koveter of Braintree and Richards Everts of Cambridge. United States Flag Signal Company, Boston, \$200,000; devices for safer operation of motor vehicles; John C. Pirie, Brookline; Vera C. Stanton, Malden, and Emma Roud, Everett.

Hercules Rubber Company, Chelsea, \$100,000; rubber goods; Samuel Shain and Morris Omansky of Ruxbury and Max Omansky of Dorchester.

Automotive Daily News  
BUYERS' DIRECTORY  
and GUIDE

## Reference List of Prominent Automotive Associations

National Automobile Chamber of Commerce,  
366 Madison Ave., New York, N. Y.

Automotive Equipment Association,  
1809 City Hall Sq. Bld., Chicago, Ill.

Motor & Accessory Manufacturers' Association,  
250 West 57th St., New York, N. Y.

National Automobile Dealers' Association,  
320 North Grand Ave., St. Louis, Mo.

National Standard Parts Association,  
310 Hoffman Blvd., Detroit, Mich.

## FLEET OWNER LISTS

OVER 100,000 CARS OWNED BY 1,000 N. Y. CORPORATIONS. These fleet owners offer a huge market for your product. Are you reaching them? Do you know the man to see? There's a list of these fleet owners, kept up to date and giving the name of the right man to see. Used by the largest people in the business. M. MACHOL, 417 Central Park West, New York City. Tel. Academy 8181.

## RADIATOR MASCOTS



MOTOR GLO "Sees at Night" Can be attached to any size Moio Meter. Supplied with brilliantly colored eyes and side windows which light up at night. Write for illustrated catalogue showing 100 new mascots. IRVING FLORMAN CO., 153 Lafayette St., New York, N. Y.

## VENTILATORS

POSITIVE VENTILATION for Closed Cars THE NICHOLS-LINTERN CO. 7960 Lorain Ave., Cleveland, Ohio

## BUSINESS OPPORTUNITIES

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LISTS OF FLEET OWNERS NAME OF THE MAN TO SEE

MORRIS R. MACHOL 417 CENTRAL PARK WEST NEW YORK CITY PHONE ACADAMY 8181

December 4, 1925

Automotive Daily News, 1926 Broadway, New York, N. Y.

Gentlemen:— I have been running a one-inch advertisement twice each week for the past month or so in the Directory section of your newspaper. From this advertisement I have received inquiries from nearly half the States of the Union, and I thought you would be interested in knowing the fact that this little one-inch advertisement has shown such unusual pulling power. I am more than satisfied with the results obtained and desire to have you continue to run this advertisement until otherwise ordered.

Very truly yours,  
(Signed) Morris A. Machol

YOUR Business Card—

In The Buyers' Directory of the AUTOMOTIVE DAILY NEWS Will Bring Inquiries and Orders

It will enable those in the automotive trade who are your most logical customers to locate you JUST at the time they are interested in placing an order.

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